Alberta

Freedom To Create. Spirit To Achieve.

# Tourism, Parks and Recreation

**Annual Report**
2008-09

**Government of Alberta**

**Note to Readers:**

Copies of the annual report are available on the website or by contacting:

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# Preface

## Public Accounts, 2008-09

The Public Accounts of Alberta are prepared in accordance with the *Financial Administration Act* and the *Government Accountability Act*. The Public Accounts consist of the annual report of the Government of Alberta and the annual reports of each of the 24 ministries.

The annual report of the Government of Alberta released June 30, 2009 contains the Ministers' accountability statements, the consolidated financial statements of the province and the *Measuring Up* report, which compares actual performance results to desired results set out in the government's business plan.

**This annual report of the Ministry of Tourism, Parks and Recreation contains the Minister's accountability statement, the audited consolidated financial statements of the Ministry and a comparison of actual performance results to desired results set out in the Ministry business plan. This Ministry annual report also includes:**

- **the financial statements of entities making up the Ministry including the Department of Tourism, Parks and Recreation and provincial agencies for which the Minister is responsible, and**
- **other financial information as required by the *Financial Administration Act* and *Government Accountability Act*, either as separate reports or as a part of the financial statements, to the extent that the Ministry has anything to report.**

In prior years, the Office of the Auditor General applied specified procedures to all Ministry performance measures included in the annual report. In the current year the Office of the Auditor General conducted a limited assurance engagement (review) of a selection of performance measures that are identified in the annual reports as "Reviewed by Auditor General." The measures were selected for review by Ministry management based on the following criteria established by government:

- ensuring measures that best represent the goal and mandated initiatives;
- measures have well established methodology and reporting of data;
- measures have outcomes over which the government has a greater degree of influence; and
- each goal has at least one reviewed performance measure.

# Minister's Accountability Statement

The Ministry's annual report for the year ended March 31, 2009, was prepared under my direction in accordance with the *Government Accountability Act* and the government's accounting policies. All of the government's policy decisions as at September 3, 2009 with material economic or fiscal implications of which I am aware have been considered in the preparation of this report.

Original Signed by
Cindy Ady
Minister of Tourism, Parks and Recreation

# Message from the Minister

Each day, the Ministry of Tourism, Parks and Recreation takes the opportunity to help improve Albertans' quality of life. Whether it's supporting healthy, active lifestyles, fostering an appreciation of our natural landscapes, or strengthening Alberta's $5 billion tourism industry, our Ministry helps to ensure that this province continues to be a great place to live and visit.

Part of making Alberta a great place to be is seeking out and capitalizing on unique opportunities that can benefit the entire province. Our proximity to the 2010 Olympic and Paralympic Winter Games in Vancouver gives Alberta a chance to build on our Olympic legacy that started with Canada's first Winter Olympics in 1988.

We provided the second installment of a three-year, $69 million investment to WinSport (Calgary Olympic Development Association) to renew the 1988 Winter Olympic legacy facilities and create a Canadian Centre of Sport Excellence. Work started on the Athletic and Ice Complex at Canada Olympic Park, which will host national and international sporting events and provide a competitive advantage for Canadian athletes, as well as recreational opportunities for youth.

We are also helping Olympic hopefuls strive for gold through Podium Alberta, a new program launched in April 2008. Podium Alberta supplements the funding provided to Alberta's high performance athletes by the federal government, and allows them to train and live in Alberta while competing at the national and international level.

In addition to helping our athletes prepare for Olympic competition, we also hope to draw international attention to our province as a must-see destination during the Games. We have an incredible range of attractions and events, and our legendary western hospitality attracts millions of visitors each year, but distinguishing Alberta from other locales is always a challenge. To help give our tourism industry a greater edge in the market, we established Travel Alberta as a legislated corporation on April 1, 2009. Travel Alberta will continue to market our province here at home and around the world. With a new corporate structure, and guidance from a board of directors with significant business expertise, this organization is now in an even better position to respond quickly to global competitive and economic challenges.

One of Alberta's greatest attractions is our tremendous range of natural spaces. Albertans and visitors from around the world can experience rugged mountains, ancient badlands, vast prairies and everything in between. To help travellers enjoy our outdoor spaces, the Ministry invested approximately $49 million in parks infrastructure, which included water treatment and facility upgrades, paving and other refurbishments in provincial parks and recreation areas.

Ensuring we have a world-class parks system that is protected yet accessible to Albertans was my mandated priority from Premier Ed Stelmach. Our ten-year *Plan for Parks* was developed through a collaborative effort with Aboriginal communities, park stakeholders and visitors, and government staff. It is a plan to guide the management of our provincial parks over the next ten years, balancing conservation and recreation objectives.

The past year has presented our Ministry with many opportunities to enhance what we have to offer Albertans and visitors. The accomplishments and milestones highlighted in this report are proof of our commitment to Albertans, and help to set the stage for another successful year in 2009-10.

Original Signed by
Cindy Ady
Minister of Tourism, Parks and Recreation

# Management's Responsibility for Reporting

The Ministry of Tourism, Parks and Recreation includes the Department of Tourism, Parks and Recreation and the Alberta Sport, Recreation, Parks and Wildlife Foundation.

The executives of the individual entities within the Ministry have the primary responsibility and accountability for the respective entities. Collectively, the executives ensure the Ministry complies with all relevant legislation, regulations and policies.

Ministry business plans, annual reports, performance results and the supporting management information are integral to the government's fiscal and business plans, annual report, quarterly reports and other financial and performance reporting.

Responsibility for the integrity and objectivity of the consolidated financial statements and performance results for the Ministry rests with the Minister of Tourism, Parks and Recreation. Under the direction of the Minister, I oversee the preparation of the Ministry's annual report, including consolidated financial statements and performance results. The consolidated financial statements and the performance results, of necessity, include amounts that are based on estimates and judgments. The consolidated financial statements are prepared in accordance with the Canadian generally accepted accounting principles for the public sector as recommended by the Public Sector Accounting Board of the Canadian Institute of Chartered Accountants. The performance measures are prepared in accordance with the following criteria:

- Reliability – Information agrees with the underlying data and with the sources used to prepare it.
- Understandability and Comparability – Actual results are presented clearly and consistently with the stated methodology and presented on the same basis as targets and prior years' information.
- Completeness – Performance measures and targets match those included in Budget 2008. Actual results are presented for all measures.

As Deputy Minister, in addition to program responsibilities, I establish and maintain the Ministry's financial administration and reporting functions. The Ministry maintains systems of financial management and internal control which give consideration to costs, benefits, and risks that are designed to:

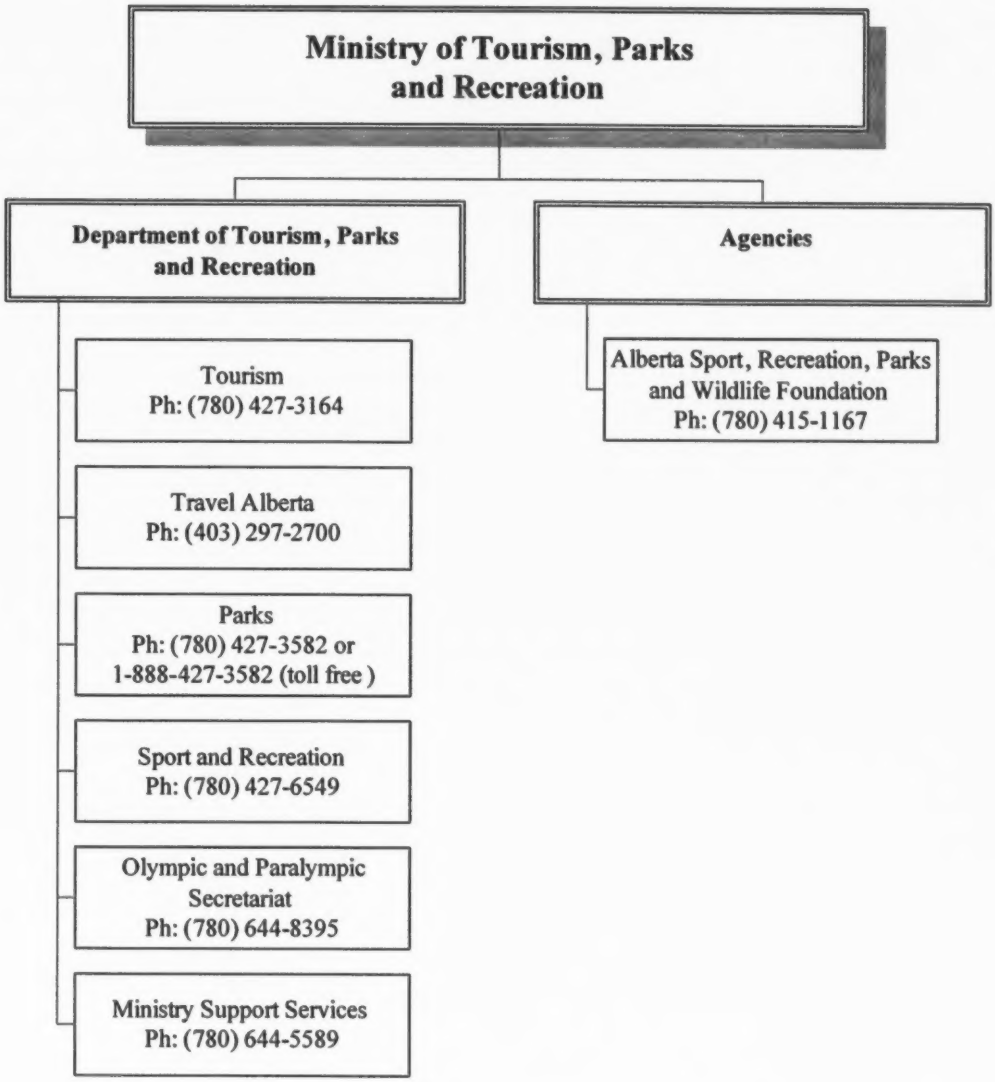
- provide reasonable assurance that transactions are properly authorized, executed in accordance with prescribed legislation and regulations, and properly recorded so as to maintain accountability of public money;
- provide information to manage and report on performance;
- safeguard the assets and properties of the province under Ministry administration;
- provide Executive Council, Treasury Board, the Minister of Finance and Enterprise and the Minister of Tourism, Parks and Recreation any information needed to fulfill their responsibilities; and
- facilitate preparation of Ministry business plans and annual reports required under the *Government Accountability Act*.

In fulfilling my responsibilities for the Ministry, I have relied, as necessary, on the executive of the individual entities within the Ministry.

Original Signed by
Bill Werry
Deputy Minister of Tourism, Parks and Recreation
September 3, 2009

# Overview

## Ministry Entities



**The Ministry consists of the Department and the Alberta Sport, Recreation, Parks and Wildlife Foundation. The following description of the Ministry's structure provides an overview of the range of programs and services available.**

## The Department

**1. Tourism**

The Tourism Division facilitates the growth and expansion of marketable tourism products (e.g., attractions, resorts). It supports the tourism industry in policy and planning initiatives, undertaking research, collecting and distributing tourism data and market intelligence to the tourism industry, and providing services such as the Photo and Video Library. The Division also provides advisory services and information to tourism operators and stakeholders to facilitate the development and improvement of Alberta's private and public sector tourism products and assets. Additionally, it encourages private sector investment in Alberta's tourism industry from domestic and off-shore sources. Information and travel counselling are provided through the Travel Alberta Contact Centre and Travel Alberta visitor information centres.

**2. Travel Alberta**

Tourism marketing initiatives are carried out through Travel Alberta with the guidance of the Strategic Tourism Marketing Council and the annual Strategic Tourism Marketing Plan. Travel Alberta manages contracts with agencies for in-province, national and international tourism marketing and also provides tourism marketing support to the six tourism destination regions across the province. Travel Alberta also administers TravelAlberta.com, the province's official travel and tourism web portal offering information to assist with vacation planning, links to attractions, events and tourist destinations across Alberta. On April 1, 2009 Travel Alberta began operations as a legislated corporation.

**3. Parks**

The Parks Division is responsible for the management of Alberta's parks system, which includes 75 provincial parks, two heritage rangelands, 32 wildland provincial parks, one wilderness park, three wilderness areas, 15 ecological reserves, 143 natural areas and 229 provincial recreation areas. These 500 areas cover more than 27,000 square kilometres of the province and are maintained as a legacy for future generations. Alberta's parks system provides significant opportunities for outdoor recreation, conserves Alberta's natural heritage, contributes to Alberta's success as a heritage-based national and international tourism destination, and the quality of life Albertans enjoy. The Division also maintains the Alberta Natural Heritage Information Centre, which is the province's biodiversity database, and coordinates Alberta's involvement in the Canadian Heritage Rivers Program.

**4. Sport and Recreation**

The Sport and Recreation Division encourages active, healthy lifestyles by promoting and supporting participation in sport, recreation and physical activity. Athletic achievement is supported through involvement with interprovincial and international games and events. Also, support is provided to athletes, volunteer coaches and officials.
The Division collaborates with individuals, organizations, communities, the private sector and municipal, provincial, national and international governments and agencies to enhance sport, recreation and physical activity programs and services. The Division also provides consultative and administrative support to the Alberta Sport, Recreation, Parks and Wildlife Foundation.

**5. Olympic and Paralympic Secretariat**

The Olympic and Paralympic Secretariat is responsible for coordinating Alberta's approach and activities leading up to and during the Vancouver 2010 Olympic and Paralympic Winter Games. The objectives for the Secretariat align with the three priorities of sport, culture and tourism outlined in the Alberta-Vancouver Organizing Committee Accord signed by Premier Ed Stelmach in January 2008.

**6. Ministry Support Services**

Ministry Support Services includes the Minister's Office; Deputy Minister's Office; Communications; Human Resource Services; Financial Services; Policy, Planning and Legislative Services; and Information Management and Technology Services. These services are provided to the entire Ministry to optimize operating efficiency.

## Agencies

**Alberta Sport, Recreation, Parks and Wildlife Foundation**

The Alberta Sport, Recreation, Parks and Wildlife Foundation is committed to helping people live active, healthy lives and enhancing the quality of life in Alberta's communities. The Foundation is dedicated to providing active living programs and services to help Albertans with healthier choices and foster environments conducive to active living; supporting the long-term development of athletes, coaches and officials so they can realize their potential through their participation at multi-sport games; and encouraging the preservation of the natural environment and recreational areas through donated lands. The Foundation partners with sport, recreation and active living organizations, communities, businesses and volunteers through its programs and services. Grants from the Foundation support organizations and individuals in the development of sport, recreation, parks and wildlife programs and services in the province.

# Operational Overview

**Many accomplishments in 2008-09 were realized through the commitment of engaged Albertans, communities and Ministry staff. Detailed accomplishments are provided in the Results Analysis section.**

## Vision

*Alberta is a world-class tourism destination, with active, healthy citizens who enjoy natural landscapes that are both protected and accessible.*

## Mission

To create the conditions for a vibrant and successful tourism industry throughout the province; to manage our natural landscapes for the enjoyment of generations to come; and to promote active, healthy lifestyles through participation in sport and recreation.

## Strategic Priorities

The strategic priorities described below have been identified through the Ministry's review of external and internal challenges. These are in addition to the important ongoing core activities of the Ministry and are of primary importance in focusing the Ministry on achieving its goals:

**GOVERNMENT PILLAR: CREATING AND PROTECTING OUR OPPORTUNITIES**

1. **The Parks Plan and the Provincial *Land-use Framework***
   Linkage: Goals 2 and 3

2. **Diversify the Economy through the Tourism Industry**
   Linkage: Goal 1

**GOVERNMENT PILLAR: BUILDING OUR QUALITY OF LIFE**

3. **Leverage Opportunities from the 2010 Olympic and Paralympic Games**
   Linkage: Goals 1 and 3

4. **Active and Healthy Communities**
   Linkage: Goals 2 and 3

5. **Infrastructure**
   Linkage: Goal 2

## Core Businesses and Goals

The Ministry organizes delivery of its programs and services around three core businesses and three goals:

**Core Business 1: Tourism development and marketing**
Goal 1: Alberta's tourism products are developed and expanded, and tourism from targeted domestic and international markets is increased

**Core Business 2: Parks**
Goal 2: Provincial parks and protected areas preserve Alberta's natural heritage and provide opportunities for outdoor recreation and tourism

**Core Business 3: Recreation and sport**
Goal 3: Albertans participate in sport and recreation and lead active, healthy lifestyles

## LINK TO THE GOVERNMENT OF ALBERTA STRATEGIC BUSINESS PLAN

The Ministry is committed to achieving the Government of Alberta Strategic Business Plan. The key linkages and contributions of the Ministry to the Government of Alberta's goals and priorities are as follows:

| Government of Alberta Goal | Ministry Services |
|---|---|
| **Goal 1: Alberta will have a prosperous economy.** | • Promoting Alberta as an attractive tourism destination and increasing tourist visitation and expenditures.<br>• Facilitating the development of new and expanded tourism products to advance the growth of Alberta's tourism industry. |
| **Goal 8: Albertans will have the opportunity to enjoy the province's natural, historical and cultural resources.** | • Managing, preserving and promoting a network of provincial parks and protected areas that represents the diversity of the province's natural heritage.<br>• Supporting participation in sport, recreation and physical activity.<br>• Leveraging opportunities prior to, during and after the 2010 Olympic and Paralympic Games in British Columbia. |

# Financial Overview

**RESULTS OF OPERATIONS**

For the year ended March 31, 2009

(millions of dollars)

## 2008-09 Financial Analysis

| | Budget | Actual | Difference | Explanation |
|---|---|---|---|---|
| Total Revenue | $ 108.4 | $ 108.2 | $ 0.2 | |
| Expenses | | | | |
| Operating | 248.0 | 238.9 | 9.1 | Decrease spending in parks due to lapsed nominal sum disposal and amortization expenses. Funding was also held by the Ministry for development of an online campground reservation system. |
| Statutory | 0.1 | 1.5 | (1.4) | Increased spending to record environmental obligations for reclamation work in order to meet environmental standards. |
| Equipment/Inventory Purchases | 1.5 | 6.0 | (4.5) | Increased spending for development of an online campground reservation system to improve access to Alberta parks. |
| Capital Investment | 34.1 | 38.2 | (4.1) | Capital funds were carried forward from 2007-08 to complete various parks projects begun prior to March 31, 2008. |
| Total Expenses | $ 283.7 | $ 284.6 | $ (0.9) | |

## Revenues

**REVENUE HIGHLIGHTS**
(millions of dollars)

Total revenue for the Ministry in 2008-09 was $108.2 million, which decreased by $17 million from the previous year.

There was a $18.5 million decrease from the prior year mainly due to the WinSport (Calgary Olympic Development Association) grant decreasing as part of the government's three year commitment totaling $69 million. This is partially offset by $1.5 million in new funding to implement Podium Alberta, a high performance athlete assistance program that supplements funding provided by the federal government to help offset high performance athletes' expenses associated with training and competition. The 2008-09 fiscal year is the first of a three-year $4.5 million dollar commitment to high performance athletes.

Premiums, fees and licenses increased $0.6 million from the prior year due to increased revenue from collection of camping and other fees at provincial parks. Other revenue increased $0.9 million from the previous year due to increased donation and miscellaneous revenue.

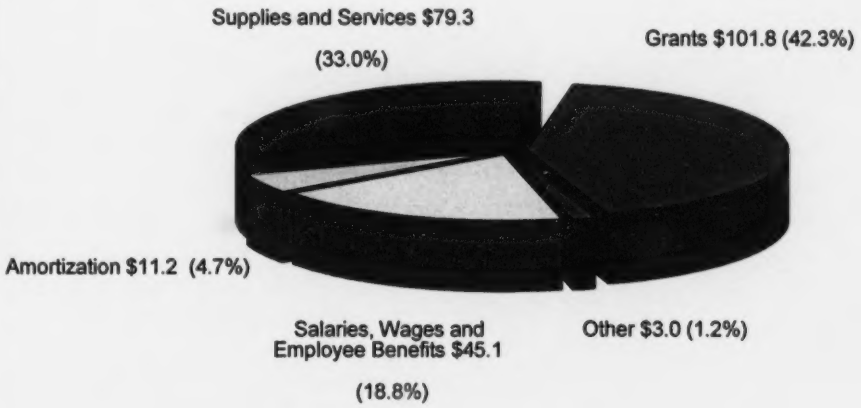
Our major source of revenue for the Ministry is from internal government transfers that are mostly from the Alberta Lottery Fund.

| | 2009 | | 2008 |
|---|---|---|---|
| | Budget | Actual | Actual |
| Internal Government Transfers | $ 95.6 | $ 95.6 | $ 114.1 |
| Transfers from the Government of Canada | 0.5 | 0.5 | 0.5 |
| Investment Income | 0.5 | 0.6 | 0.6 |
| Premiums, Fees and Licenses | 7.1 | 7.3 | 6.7 |
| Other Revenue | 4.7 | 4.2 | 3.3 |
| Total Revenues | $ 108.4 | $ 108.2 | $ 125.2 |

## Expenses

**OPERATING EXPENSE BY OBJECT**
(millions of dollars)

**Operating Expense by Object - $240.4 million**




The Ministry spent $101.8 million (42.3 per cent) on grants to support individuals, organizations and communities. Another $79.3 million (33.0 per cent) was spent on supplies and services to help maintain services at parks as well as to market and develop Alberta as a tourist destination. Expenditures for salaries, wages and employee benefits totaled $45.1 million (18.8 per cent), which was primarily for staffing of parks to maintain services for the public. The remainder of the Ministry's expenses went to amortization of tangible capital assets ($11.2 million) and other expenses ($3.0 million).

**CAPITAL INVESTMENT**

The Ministry also made a capital investment of $38.2 million for capital maintenance and renewal of parks infrastructure. Additionally, $6.0 million was spent on equipment and inventory purchase with a majority of the expenditure on the development of an online campground reservation system to improve and increase accessibility and service to provincial park users.

# Message from the Deputy Minister

The dedicated and innovative staff of Tourism, Parks and Recreation made 2008-09 a successful year by implementing new programs and working to improve how we serve Albertans and visitors.

The Ministry took steps to increase the accessibility of our provincial parks, and to increase public understanding of these special places. We reached nearly 500,000 people through our park visitor centres and through our interpretative, educational and outreach programs. We also piloted a new inclusion program called the KananAccess Challenge. In this challenge, volunteers partnered with persons with severe disabilities to help them enjoy multi-day backcountry excursions in Kananaskis Country.

In 2008-09, we expanded our parks system by more than 8,000 hectares with the addition of the OH Ranch Heritage Rangeland and Glenbow Ranch Provincial Park. OH Ranch Heritage Rangeland celebrates our ranching culture and ensures the continuation of a ranching legacy that has maintained sensitive native prairies in southern Alberta for generations. Glenbow Ranch Provincial Park was designated to protect the spectacular landscape along the north shoreline of the Bow River between Calgary and Cochrane.

To help grow Alberta's tourism industry, our Ministry hosted the first Tourism Business Development Forum to share information on business development with tourism operators and community representatives. We showcased tourism investment opportunities from across Alberta for potential investors and developers at the fourth annual Tourism Investment Symposium. The Ministry also looked to attract overseas investment with a mission to the United Arab Emirates.

Travel Alberta's work to promote Alberta as a must-see destination involved partnerships to increase Alberta's air access and capacity from international markets, and included the launch of the province's biggest-ever regional marketing program, the Stay campaign.

As we anticipate the upcoming Olympic and Paralympic Games in Vancouver, Alberta has a lot to look forward to. Seven World Cup events have been secured for Alberta's world-class facilities during the 2009-10 pre-Olympic season. These events create exciting opportunities for sport development and exposure to international competition in our province.

The work done to improve opportunities to experience our natural environment, and to encourage citizens to be more active touches the lives of all Albertans, in every corner of our province, and our efforts to foster a vibrant and successful tourism industry helps travellers to create memorable experiences, and builds pride in our province.

I look forward to continuing our Ministry's work in the coming year.

Original Signed by
Bill Werry
Deputy Minister of Tourism, Parks and Recreation
September 3, 2009

## REVIEW ENGAGEMENT REPORT

To the Members of the Legislative Assembly

I have reviewed the performance measures identified as "Reviewed by Auditor General" included in the Ministry of Tourism, Parks and Recreation's 2008-09 Annual Report. These performance measures are prepared based on the following criteria:

- Reliability – Information agrees with the underlying data and with sources used to prepare it.
- Understandability and Comparability – Actual results are presented clearly and consistently with the stated methodology and presented on the same basis as targets and prior years' information.
- Completeness – performance measures and targets match those included in Budget 2008. Actual results are presented for all measures.

My review was made in accordance with Canadian generally accepted standards for review engagements and, accordingly, consisted primarily of enquiry, analytical procedures and discussion related to information supplied to me by the Ministry. My review was not designed to provide assurance on the relevance of these performance measures.

A review does not constitute an audit and, consequently, I do not express an audit opinion on these performance measures.

Based on my review, nothing has come to my attention that causes me to believe that the "Reviewed by Auditor General" performance measures in the Ministry's 2008-09 Annual Report are not, in all material respects, presented in accordance with the criteria of reliability, understandability, comparability, and completeness as described above. However, my review was not designed to provide assurance on the relevance of these performance measures.

Original Signed by Fred J. Dunn, FCA

Auditor General

Edmonton, Alberta
September 4, 2009

The official version of this Report of the Auditor General and the information the Report covers, is in print form.

# Integrated Results Analysis

This section compares planned to actual results in terms of both financial and business performance.

**Operating Expense by Core Business (in millions)**

The following table outlines actual expenditures incurred in comparison to budgeted resources for achieving the objectives of each core business. Financial results for each of the Ministry's core businesses are also presented by goal and linked to the Ministry's success in achieving the related strategies and performance targets.

| | 2009 | | 2008 |
|---|---|---|---|
| | Budget | Actual | Actual |
| Tourism development and marketing | $ 67.1 | $ 65.4 | $ 57.5 |
| Parks | 128.9 | 123.6 | 69.1 |
| Recreation and sport | 52.2 | 51.4 | 120.5 |
| Total Expense by Core Business | $ 248.2 | $ 240.4 | $ 247.1 |

**Expense by Function (in millions)**

Expense by function identifies the principal purpose for which an expense is incurred rather than the activity involved. The basis of reporting is used for inter-provincial comparisons and for determining federal funding eligibility.

The function "agriculture, resource management, and economic development" includes expenses related to the development and promotion of agriculture and other sectors of the economy such as tourism promotion. The function "recreation and culture" includes expenses incurred in the delivery of programs and services to promote leisure activities.

| | 2009 | | 2008 |
|---|---|---|---|
| | Budget | Actual | Actual |
| Agriculture, Resource Management, and Economic Development | $ 67.1 | $ 67.1 | $ 59.1 |
| Recreation and Culture | 181.1 | 173.3 | 188.0 |
| Total Expense by Function | $ 248.2 | $ 240.4 | 188.0 |

## Strategic Priorities

### 1. The Parks Plan and the Provincial *Land-use Framework*

Development of the *Plan for Parks* was a mandated priority from the Premier to ensure parks and recreation areas remain protected yet accessible to Alberta's growing population. The plan was developed through a collaborative effort with Aboriginal communities, stakeholders, park visitors and government officials and staff. It balances conservation and recreation objectives and the diverse needs of Albertans to guide the management of Alberta's parks programs over the next 10 years.

The Ministry participated in further developing the *Land-use Framework*, which is a government-wide initiative that sets Alberta's vision for land-use over the next 20 years. The Framework creates certainty with respect to land-use in Alberta, provides direction for balancing environmental, economic and social perspectives and will help to sustain our natural resources and quality of life for the long term.

The Recreation Corridors Coordinating Committee worked to bring forth recommendations regarding recreation corridors and the Trail Designation Program. As part of the implementation, the Ministry will examine options to support the development and operations of recreation trails in the province.

### 2. Diversify the Economy through the Tourism Industry

Ministry initiatives undertaken in 2008-09 included working with industry stakeholders to increase Alberta air access and capacity from international markets, and promoting festivals, events and a wide variety of activities and tourism destinations across the province through a wide range of marketing campaigns such as the Stay campaign.

The Ministry hosted the fourth annual Tourism Investment Symposium showcasing market ready tourism investment opportunities in Alberta communities to targeted tourism developers and investors. The first annual Tourism Business Development Forum was also held to share information on business development with tourism operators and community representatives. In collaboration with tourism industry partners, the Ministry established the Alberta Sustainable Tourism Initiative Working Group to engage the industry in identifying and realizing the benefits of enhanced environmental, community and economic sustainability. Partnerships were enhanced with Parks Canada, municipalities and non-government organizations to plan and develop tourism product opportunities in Alberta's regions.

Travel Alberta, the province's tourism marketing agency, was established as a legislated corporation on April 1, 2009.

### 3. Leverage Opportunities from the 2010 Olympic and Paralympic Games

A Memorandum of Understanding was negotiated with the province of British Columbia to ensure utilization of Olympic venues in both provinces for international competitions and to maximize economic benefits and long-term utilization of legacy facilities. The Ministry also reviewed all Olympic-based initiatives for their tourism potential and coordinated with industry partners to advance tourism efforts. Work was done to identify new marketing opportunities around the 2010 Olympic and Paralympic Winter Games and develop strategies to leverage the considerable international/national media exposure planned for all activities around the events. Alberta continued to be promoted as a premier international winter sport destination by enhancing marketing efforts in targeted markets.

The government provided $20 million, the second instalment of a three-year $69 million investment, to WinSport (Calgary Olympic Development Association) to renew the 1988 Winter Olympic legacy facilities and create a Canadian Centre of Sport Excellence. Work was started on the Athletic and Ice Complex at Canada Olympic Park, which will have the capability to host national and international sporting events and provide a competitive advantage for Canadian athletes, as well as recreational opportunities for youth. Also, Alberta secured seven World Cup Events to be held

during the 2009-10 pre-Olympic season that will create exciting opportunities for sport development and exposure to international competition in our province.

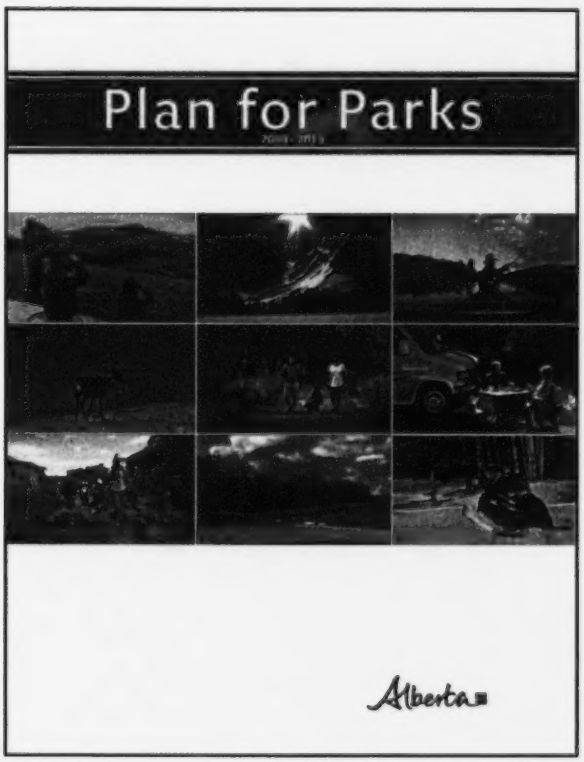
**4. Active and Healthy Communities**

The Ministry provided approximately $8.5 million in grants to support sport and recreation opportunities in communities. Also, the Ministry enhanced participation in sport for under-represented groups through a wide variety of grants and programs to further the implementation of the Canadian Sport for Life concept. Canadian Sport for Life provides opportunities for all Canadians to participate in quality sport and physical activity throughout their lifetime at a level appropriate for their skill development.

More than $1.6 million in funding was provided to 16 active living agencies to support a coordinated provincial system of programs and services through the Alberta Sport, Recreation, Parks and Wildlife Foundation. These programs are aimed at supporting physical activity in Alberta through fitness and lifestyle services, school community workshops, workplace resources and community outreach services. The Ministry worked with the Public Health Agency of the Canadian government and the Ministry of Health and Wellness to promote healthy living and physical activity at a provincial and community level through a Memorandum of Understanding.

**5. Infrastructure**

The Ministry provided approximately $49 million for parks infrastructure in 2008-09. This included water treatment and facility upgrades, paving and refurbishments in provincial parks and recreation areas. New seasonal staff housing was completed at various locations in the park system and construction of the Fish Creek Environmental Learning Centre commenced.



# Core Business 1

## Tourism development and marketing

In 2008-09, 27.2 per cent ($65.4 million) of the Ministry's operating expenses related to core business one. Through this core business the Ministry helps to develop and expand Alberta's tourism products and increases tourism from targeted domestic and international markets. Expenditures increased $7.9 million over the prior year due to additional funding for tourism development and marketing. This funding was used to launch the largest ever regional tourism marketing campaign to encourage Albertans to explore Alberta's unique travel experiences, as well as to develop a long-term tourism strategy for the Canadian Badlands region to grow tourism in the region.

**Operating Expenses Goal 1 (in millions)**

$65.4
(27.2%)

Goal 1 accounted for 27.2 per cent ($65.4 million) of the Ministry's 2008-09 operating expense.

### Goal 1

**Alberta's tourism products are developed and expanded, and tourism from targeted domestic and international markets is increased**

## Overview

The Ministry supports this goal on an ongoing basis by:

- Facilitating the development of tourism products (e.g., attractions, resorts) and the tourism industry.
- Working with all levels of government and industry stakeholders to increase awareness of the economic significance of tourism to provincial and local economies.
- Providing advisory services and information to tourism operators and stakeholders to facilitate the development and improvement of Alberta's private and public sector tourism products and assets.
- Supporting the tourism industry in policy and planning initiatives, undertaking research, collecting and distributing tourism data and market intelligence to the tourism industry, and providing services such as the Photo and Video Library.
- Developing and implementing marketing programs through the Strategic Tourism Marketing Council and Travel Alberta that heighten awareness of Alberta as a tourism destination.
- Providing information and travel counselling through the Travel Alberta Contact Centre and visitor information centres, community visitor information centres and Travel Alberta websites.

## Results

**STRATEGY 1.1**
Ensure an enhanced policy and regulatory environment that is supportive of tourism development, implement new programs and work with industry and stakeholders to reduce impediments to tourism growth.

In collaboration with tourism industry partners, the Ministry established an Alberta Sustainable Tourism Initiative Working Group, which engaged the industry to identify and realize the benefits of enhanced environmental, community and economic sustainability. The Ministry also collaborated with the Ministry of Sustainable Resource Development and local municipalities to put in place plans and zoning to attract future tourism developments in the Drayton Valley area.

Through partnerships with trail stakeholder groups and municipalities, the Ministry supported rural tourism development through the expansion of the trail mapping program. Detailed mapping will support the creation of three new trail maps for motorized and non-motorized users in west central Alberta. The Ministry collaborated with Parks Canada on new and enhanced trail opportunities within the national parks in Alberta to increase visitation.

**STRATEGY 1.2**
Investigate opportunities for private sector tourism business developments in conjunction with provincial parks, recreation areas, museums and historic sites.

The Ministry collaborated with the Ministry of Infrastructure to successfully attract a private sector operator for the Blue Lake Adventure Lodge in William A. Switzer Provincial Park. A site study was completed with Aboriginal partners to enhance the annual History in the Hills celebration in Cypress Hills Interprovincial Park. The Ministry is also creating new learning enrichment experiences for visitors in selected provincial parks.

A new visitor information kiosk was designed and installed at the Royal Tyrrell Museum of Palaeontology in Drumheller that introduces visitors to the many additional private and public sector attractions throughout the region. Six additional kiosks have been designed and fabricated for installation at other popular park and museum locations across the province.

**STRATEGY 1.3**
Facilitate and attract investor/entrepreneur interest and investment in Alberta's tourism industry from new markets through investment missions.

The Ministry hosted the fourth annual Tourism Investment Symposium that featured 20 tourism investment opportunities from a record number of 16 Alberta communities and over 100 participants, including targeted developers and investors. The Ministry also developed investment materials for specific tourism business development/investment opportunities in the Canadian Badlands and Drayton Valley/Brazeau County areas.

In addition, the Ministry undertook a tourism investment attraction mission to the United Arab Emirates. The mission, which included participation by Alberta based tourism developers, was successful in developing relationships with investors interested in tourism investment opportunities in Alberta. The Ministry also represented the province at various tourism related investment conferences held throughout Canada to promote investment opportunities in Alberta's tourism sector.

The Ministry held the first annual Tourism Business Development Forum to share information on business development with tourism operators and community representatives. Updates were made to the Ministry's tourism business advisory publications in order to better serve the broad range of Alberta tourism development stakeholders. The Ministry also commissioned a study on assessing

tourism business development opportunities around water basins in Alberta, and in the recreational vehicle campground sector.

**STRATEGY 1.4**
Support the development of new and enhanced tourism destinations and products, particularly in rural areas (e.g., the Canadian Badlands, Tracking Alberta's Dinosaurs, and heritage, experience-based, sport, learning/enrichment, Aboriginal and film tourism).

Collaboration continued with Canadian Badlands Ltd. to enhance regional development opportunities and expand its membership, which now includes 58 municipalities. Canadian Badlands Ltd. is a not-for-profit company that works to develop and promote southeast Alberta as a tourism destination. Products of the collaboration include the completion of a Canadian Badlands Tourism Development Strategy and the enhancement of eight regional touring guides with the addition of a children's section. The Ministry, in conjunction with the Ministry of Agriculture and Rural Development, organized a mission to expose Canadian Badlands stakeholders to tourism development best practices in rural Indiana.

**DID YOU KNOW?**

A Meeting, Conventions & Incentives Planner is available at TravelAlberta.com to help you find exactly what you need to meet with success.

The Ministry supported several tourism opportunities in rural Alberta, including: a development strategy for the Boomtown Trail; feasibility and design work on a multi-use trail proposed between Rocky Mountain House and Nordegg; learning enrichment products in provincial parks; and a redevelopment plan for the Icefields Parkway between Lake Louise and Jasper. The Ministry also supported the Growing Rural Tourism Conference through sponsorship and session presentations. The Aboriginal Tourism Advisory Council was renewed with a focus on the needs of Aboriginal tourism entrepreneurs. Consultations were held with Aboriginal groups throughout the province on their individual tourism development initiatives.

In partnership with Growing Alberta, a nonprofit organization that strives to increase consumer awareness of the province's agricultural and food industry, the Ministry developed a culinary tourism strategy. Another new product initiative was the development of a festival and event-planning manual to assist communities and other organizations with planning for new festivals and enhancing their existing products, which was available in the spring of 2009.

**STRATEGY 1.5**
Generate tourism in Alberta by updating the Travel Alberta visitor information centres and by enhancing the Tourism Information System to better support the Travel Alberta Contact Centre, visitor information centres, websites and publications.

In conjunction with the Ministry of Infrastructure, the Ministry completed design work for a new visitor services building at the Canmore Travel Alberta Visitor Information Centre and selected a contractor through a tendering process. The building will provide expanded washroom facilities as well as after-hours self-serve tourism information for travellers.

The Ministry completed the redevelopment of the Consumer Market Intelligence and Fulfillment System component of the Tourism Information System. The Tourism Information System contains detailed tourism information about Alberta for use by Alberta's tourism industry. The Consumer Market Intelligence and Fulfillment System offers enhanced tools for travel counsellors at the Travel Alberta Contact/Distribution Centre and visitor information centres across the province.

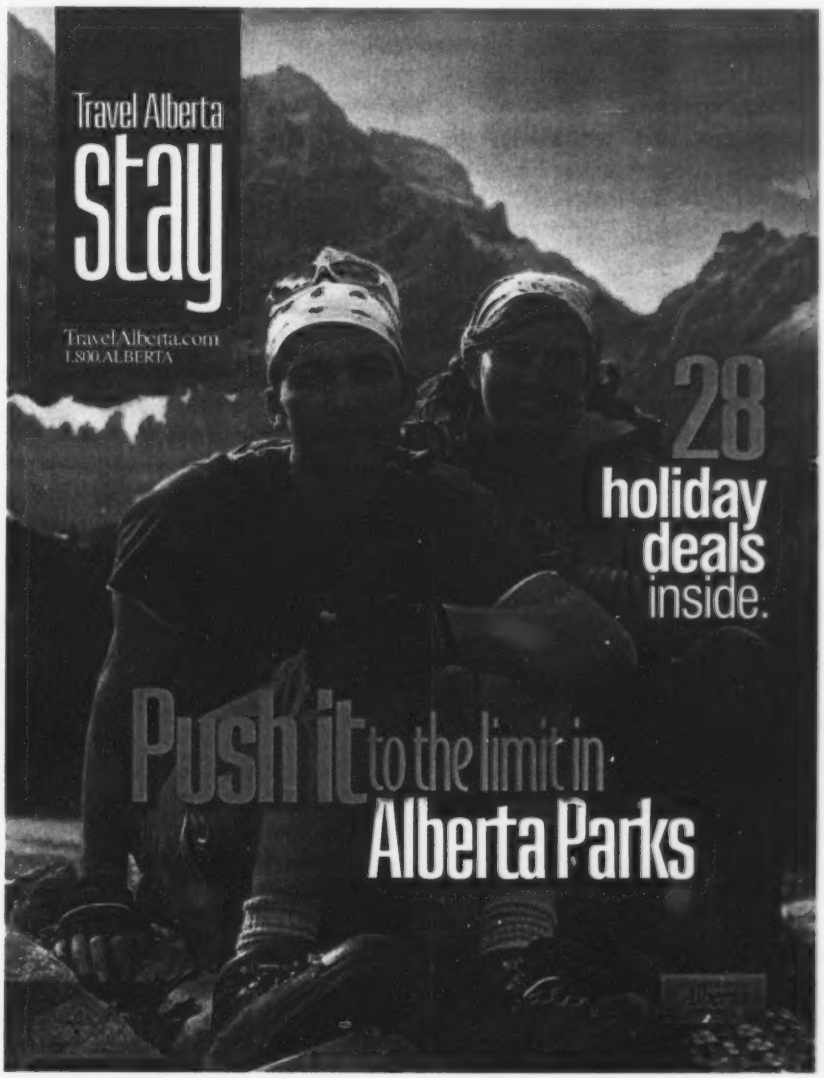
**STRATEGY 1.6**
Develop a marketing plan to increase tourism in Alberta and awareness of the opportunities in Alberta's provincial parks and recreation areas.

A marketing plan was developed to promote travel and provide public information on services, facilities, public safety, resource management and opportunities in Alberta's provincial parks system. Products for the marketing plan included provincial and park-specific publications, websites and advertising. The Ministry's marketing initiatives included producing the Alberta Campground Guide, advertising in Travel Alberta publications and participating in the Canadian Badlands initiatives to market Alberta's provincial parks in the region as major destinations.

The Ministry continued to make enhancing the AlbertaParks.ca website a priority. Major enhancements were made to improve navigation through the addition of a Google map feature and improved park services and facilities descriptions. The Ministry's parks web pages experienced over 3.5 million page views during the year.

**DID YOU KNOW?**

Tourism statistics and research are available on the Tourism, Parks and Recreation website.
www.tpr.alberta.ca/tourism



**STRATEGY 1.7**
Raise awareness of Alberta as a tourism destination in all markets by increasing and diversifying Travel Alberta's tourism marketing activities (e.g., expanding web-based marketing, targeted consumer promotions).

Ministry tourism initiatives undertaken in 2008-09 included: partnering to increase Alberta air access and capacity from international markets, e-marketing and promoting festivals, events, and a wide variety of activities and tourism destinations across the province through a wide range of marketing campaigns such as the Stay campaign. All marketing programs carried out were consistent with the strategic marketing plan endorsed by the Strategic Tourism Marketing Council. The Ministry also worked to identify new marketing opportunities around the 2010 Olympic and Paralympic Winter Games. Strategies were developed to leverage the considerable international/national media exposure planned for all activities around the Olympic and Paralympic events.

Through Travel Alberta, the Ministry continued to participate in the Alberta House and Alberta Train projects, as part of the marketing efforts surrounding the Olympic and Paralympic Winter Games. Alberta House is a venue that will provide a number of opportunities to showcase Alberta artists, provide business-to-business hosting opportunities for Alberta companies and ventures, and recognize Alberta athletes. Alberta House will feature Alberta imaging that will identify our province to international audiences. The Alberta Train will feature displays and promote Alberta to international businesses, visitors and special guests. It will be a unique means of transportation from Vancouver to the venues in Whistler.

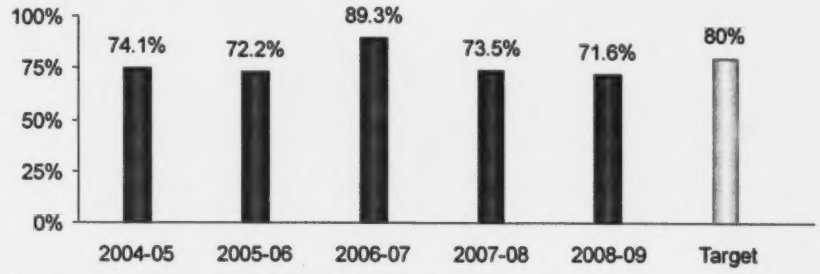
**STRATEGY 1.8**
Improve tourism marketing effectiveness by establishing Travel Alberta as a legislated corporation that is accountable to government, responsive and competitive in the tourism industry.

Travel Alberta, the province's tourism marketing agency, was established as a legislated corporation on April 1, 2009. Ten Albertans were appointed to Travel Alberta's board of directors. The new board formed the transition committee that helped to establish the legislated corporation. With a strong corporate structure and guidance from a Board with significant business expertise, Travel Alberta is now in an even better position to respond quickly to global competitive and economic challenges.

## Performance Measures

**MEASURE 1.A**
Per cent of tourism industry clients satisfied with tourism development services

**Per cent of tourism industry clients satisfied with tourism development services**




Source: Tourism Division Client Satisfaction Survey

**Description**
This measure indicates the per cent of the public and private sector tourism industry clients who had contact with the Tourism Division in a particular year and expressed satisfaction with the Division's tourism development services.

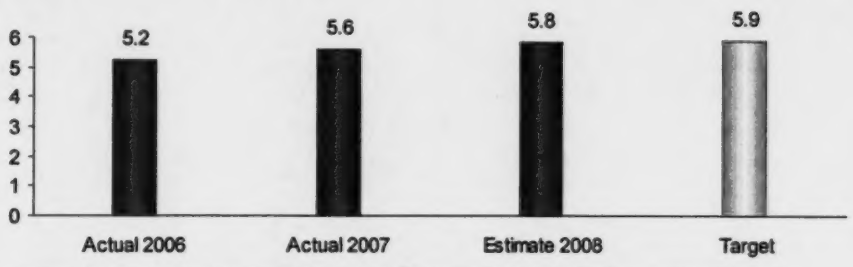
**Results**
In 2008-09, 71.6 per cent of tourism industry clients were satisfied with services related to tourism development.

**Analysis**
This was lower than the 2008-09 target of 80 per cent and 1.9 per cent less than the previous year's result of 73.5 per cent. However, it remains consistent with historical results with the exception of 2006-07 (89.3 per cent), which was an unusually high result. The 2006-07 result led to an ambitious target for 2008-09, as the target was based on an average of the results for the last three years, plus a one per cent stretch factor.

Client satisfaction is influenced by several factors such as the frequency of clients' contact with the Tourism Division and their varying needs, preferences and expectations. Clients often seek funding or investor/developer interest in their projects, which the Tourism Division cannot guarantee. These expectations may result in different experiences and varying levels of satisfaction. Results may have also been influenced by holding the first annual Tourism Business Development Forum to share information on business development with tourism operators and community representatives, and the fourth annual Tourism Investment Symposium to feature tourism investment opportunities from Alberta communities.

**MEASURE 1.B**
Total tourism expenditures in Alberta ($billion)

**Total tourism expenditures in Alberta**




Source: Statistics Canada Travel Survey of Residents of Canada and International Travel Survey, Tourism, Parks and Recreation

Notes: Results for 2006 and 2007 were revised based on the release of the final data from the Statistics Canada travel surveys.
Due to revisions to the Statistics Canada Travel Survey of Residents of Canada in 2006, results are not comparable with previous years.

**Description**

This measure indicates the annual value of all tourism-related expenditures in Alberta in current dollars. This includes expenditures made in Alberta by visitors from overseas, the United States, other Canadian provinces and residents of Alberta.

**Results**

The estimated total tourism expenditures in Alberta for 2008 is $5.8 billion.

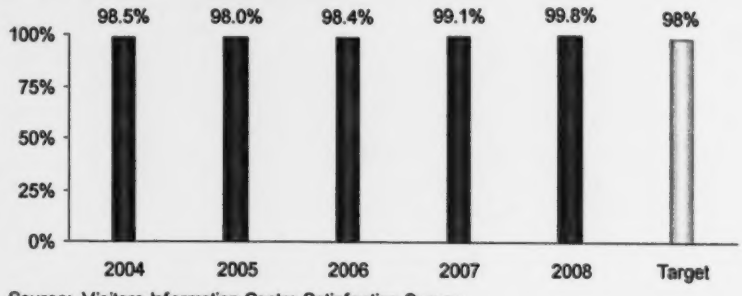
**Analysis**

Total tourism expenditures were estimated at $5.8 billion in 2008, nearly meeting the target of $5.9 billion. External influences that may have an impact on results include economic conditions in Alberta's key tourism markets; the value of the Canadian dollar; world events such as war, terrorism, disease, natural disaster, and political upheaval; implementation of new security procedures at border crossings; and increased competition from other tourism destinations. The recent global financial crisis, rising unemployment rates in many industrialized countries, including Canada, and the increasing number of countries that are in (or entering) recession had a negative impact on travel volume and spending in Alberta. The success of tourism marketing strategies, such as Travel Alberta's Stay marketing campaign, may also have influenced results.

**MEASURE 1.C**
Per cent of clients satisfied with their overall experience at Travel Alberta visitor information centres

Results for 2003-04 to 2007-08 reviewed by the Auditor General.

**Per cent of clients satisfied with their overall experience at Travel Alberta visitor information centres**




Source: Visitors Information Centre Satisfaction Survey

**Description**

This measure displays the satisfaction of clients with their overall experience at the 10 Travel Alberta visitor information centres.

**Results**

In 2008, 99.8 per cent of clients were satisfied with their overall experience at Travel Alberta visitor information centres.

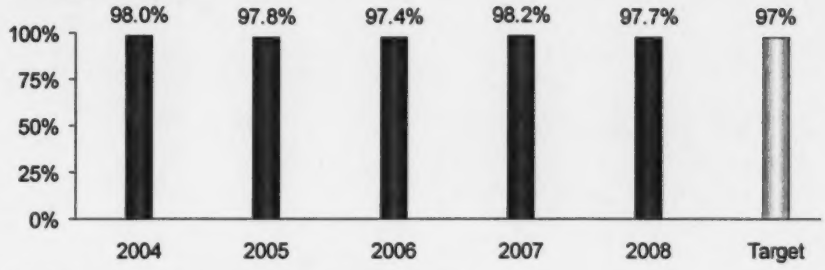
**Analysis**

The target for 2008 was exceeded by 1.8 per cent, as 99.8 per cent of visitor information centre clients were satisfied with their visit. External factors influencing results could include age and condition of the facilities, prior experiences at other sites/venues, contractor staff training, knowledge of Alberta's attractions, general reductions in travel by Alberta residents and visitors, and weather. Consistent, high-quality staff training, as well as good working conditions and effective teamwork, contributed to achieving and maintaining a high level of visitor satisfaction, as approximately 99 per cent of clients were satisfied with the staff. Moreover, approximately 69 per cent of clients reported that they would likely make another trip to Alberta because of the information they gained from visiting the centre and another 20 per cent indicated they would consider it.

**MEASURE 1.D**
Per cent of clients satisfied with overall service received through the Travel Alberta Contact Centre

Results for 2004 to 2008 reviewed by the Auditor General.

**Per cent of clients satisfied with overall service received through the Travel Alberta Contact Centre**




Source: Travel Alberta Interactive Voice Response Survey

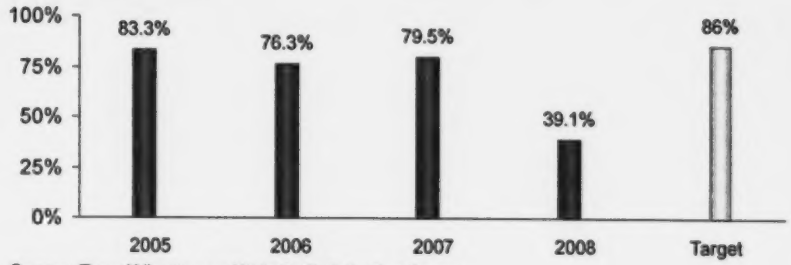
**Description**
This measure indicates the overall satisfaction of callers to the Travel Alberta Contact Centre (1-800-ALBERTA).

**Results**
In 2008, 97.7 per cent of clients were satisfied with the overall service received through the Travel Alberta Contact Centre.

**Analysis**
The target was met for 2008, as 97.7 per cent of clients were satisfied with the overall service they received from the Travel Alberta Contact Centre. External factors that can influence client satisfaction include the amount and quality of information available from other travel information sources, clients' expectations and current knowledge, and the volume of calls. Continued monitoring and consultation with the service contractor resulted in consistently high satisfaction ratings.

**MEASURE 1.E**
Per cent of website visitors satisfied with their experience on the TravelAlberta.com website

**Per cent of website visitors satisfied with their experience on the TravelAlberta.com website**




Source: TravelAlberta.com Website Satisfaction Survey

**Description**
This measure indicates the level of user satisfaction with information received on TravelAlberta.com, as indicated through responses to a voluntary online website survey.

**Results**
In 2008, 39.1 per cent of clients were satisfied with their overall experience on the TravelAlberta.com website.

**Analysis**
The result of 39.1 per cent is the lowest since the inception of the performance measure and almost 47 per cent below the target for the year. The survey is open to all visitors of the website who wish to participate without a limitation on the number of times a single user can complete the survey. This methodology makes the survey highly susceptible to being a complaint mechanism for unrelated topics, rather than a tool for gathering feedback regarding the website and its performance. Statements on issues not related to the website's functionality and information were often reported in the survey through the survey's comment section. In addition to actual website feedback, other responses received varied from political and social issue comments to program and business practice complaints unrelated to the website. In total, there were 63 complaints about issues not related directly to the website (e.g., cost of gas, request for a student visa), which is over one quarter of all respondents. All other comments are reviewed and processed in order to make improvements to the website. There was a dramatic decrease in the amount of users filling out the survey in 2008-09. Historically there have been over 1,000 respondents while this year there was less than 250. The measure was removed from the Ministry's 2009-12 business plan due to concerns with the accuracy of the results given the current methodology.

# Core Business 2

## Parks

In 2008-09, 51.4 per cent ($123.6 million) of the Ministry's operating expenses related to core business two. Through this core business the Ministry helps preserve Alberta's natural heritage and provide opportunities for outdoor recreation and tourism. Expenditures increased $54.5 million over the previous year due to financial assistance provided to support phase one of the development of the Capital Region River Valley Park. There were also increased maintenance and repairs to parks facilities.

**Operating Expenses Goal 2 (In millions)**

$123.6
(51.4%)

Goal 2 accounted for 51.4 per cent ($123.6 million) of the Ministry's 2008-09 operating expense.

### Goal 2

**Provincial parks and protected areas preserve Alberta's natural heritage and provide opportunities for outdoor recreation and tourism**

## Overview

The Ministry supports this goal on an ongoing basis by:

- Managing Alberta's network of provincial parks and protected areas to enhance Albertans' quality of life and the overall environmental quality of the province.
- Preserving the province's natural heritage - the natural landscapes and features, ecosystems and ecological processes, biological diversity and the related cultural attributes that those landscapes and features include - and biodiversity by protecting more than 27,000 square kilometres of the province as a legacy for future generations.
- Providing opportunities for nature-based outdoor recreation, education and tourism.
- Promoting lifelong learning and stewardship through an emphasis on interpretation and environmental education that fosters an appreciation and understanding of Alberta's natural heritage and conservation.
- Operating the province's biodiversity database, the Alberta Natural Heritage Information Centre, to generate knowledge regarding the province's natural heritage and biodiversity and support land-use decisions.
- Keeping Alberta's provincial parks and recreation areas safe and enjoyable.
- Providing opportunities for volunteer involvement to enhance services and research.
- Selecting private sector contractors to operate facilities and provide services in designated parks, and monitoring their performance.

**DID YOU KNOW?**

Two new parks, OH Ranch Heritage Rangeland and Glenbow Ranch Provincial Park were added to the park system and contribute over 8,000 hectares of new protected lands.

## Results

**STRATEGY 2.1**
Ensure Alberta's parks and recreation areas remain protected yet accessible to Alberta's growing population by developing a plan for Alberta's parks and recreation areas.

The Ministry continued to develop Alberta's *Plan for Parks*, a mandated priority from the Premier. Research was conducted on Albertans' priorities for Alberta parks through a public survey. A draft Parks Planning Framework was shared with key stakeholders (e.g., First Nations, recreation groups, environmental interest groups, municipalities) for their feedback. Consultations were held that included individual meetings, technical briefing sessions and a Minister's forum. Based on the feedback received on the draft Parks Planning Framework, a *Plan for Parks* was developed and submitted to Cabinet for approval in April 2009. The *Plan for Parks* balances conservation and recreation objectives and the diverse needs of Albertans to guide the management of Alberta's parks programs over the next 10 years. The development of the plan has been a collaborative effort with involvement from Aboriginal communities, stakeholders, park visitors, government officials and staff.

**STRATEGY 2.2**
Repair, replace, upgrade and sustain facilities and infrastructure in Alberta's provincial parks and major recreation areas to ensure public health, safety and enjoyment.

The Ministry provided approximately $49 million for parks infrastructure that included upgrades, capital maintenance and renewal projects in provincial parks and recreation areas. Water treatment upgrades completed this year included William A. Switzer, Little Bow, Park Lake, Moonshine Lake provincial parks and Oldman Dam Provincial Recreation Area.

Facility upgrades/refurbishment projects were completed at Nakiska ski area and Miquelon Lake, William A. Switzer, Cypress Hills, Winagami Lake, Jarvis Bay, Park Lake, Writing-On-Stone, Pierre Grey's Lake, and Pigeon Lake provincial parks and Cypress Hills Interprovincial Park. New seasonal staff housing was completed at various locations in the park system and construction of the Fish Creek Environmental Learning Centre commenced.

Paving projects were completed at Evan Thomas Trail in the Evan Thomas Provincial Recreation Area and Peter Lougheed, Kinbrook Island, Sir Winston Churchill and Wabamun Lake provincial parks.

**STRATEGY 2.3**
Increase public awareness and appreciation of Alberta's provincial parks and protected areas and their contribution to the economy and quality of life through innovative education, interpretation, marketing and public information services.

The Ministry delivered interpretation and education programs in 13 parks, as well as outreach programs in Edmonton, Calgary, Lethbridge, Pincher Creek, Medicine Hat, Grande Prairie and Slave Lake. Nearly 500,000 people were reached through these programs and visits to park visitor centres. Also, hundreds of park visitors celebrated the grand opening of the new visitor centre in Cypress Hills Interprovincial Park.

In collaboration with the Ministry of Education, the Ministry developed and piloted five new videoconferencing programs. A number of inclusive programs for disabled Albertans in Kananaskis Country were piloted such as the KananAccess Challenge where three volunteer teams facilitated multi-day backcountry excursions for persons with severe disabilities. Also, the Nature as a Second Language Program was initiated for new Albertans/Canadians, which included the development of a guidebook to encourage their understanding and participation in Alberta's parks.

**DID YOU KNOW?**

The High Island Natural Area WILDcam program lets people from around the world view the activities of colonial nesting birds via the Internet.

In addition to established Steward, Campground Host, Cooperating Association and Trail Care volunteer programs, new volunteer initiatives were added that focused on recreation, research and inclusive volunteer opportunities. These opportunities included: a recycle program at Dinosaur Provincial Park that was initiated with a nonprofit group; a program contributing to our knowledge about bears by tracking them throughout Kananaskis Country; and 15 years of avian research was compiled and distributed through the Boreal Centre for Bird Conservation at Lesser Slave Lake Provincial Park. The Ministry also completed a Stewardship Action Plan that sets new direction for enhancing public interest and support for parks programs. The action plan includes strategies to engage youth and diversify volunteerism and partnerships over the next 10 years.

**STRATEGY 2.4**

Complete management plans for priority parks and protected areas to provide day-to-day and long-term guidance in decision-making for these areas.

The Ministry developed and implemented a consultation process for future parks management plans. Also, a website was created that lists the management plans and parks projects for which the Ministry is seeking public input. Consultations were completed for the OH Ranch Heritage Rangeland, Kananaskis Country Provincial Recreation Areas and Bragg Creek Provincial Park management plans. Consultations were also completed to develop management plans for the Grande Prairie region parks and William A. Switzer Provincial Park.

A regional planning model regarding the use of parks will be developed and implemented in conjunction with the *Land-use Framework* regional plans.

**STRATEGY 2.5**

Participate in the development and implementation of a Provincial *Land-use Framework* to address conflicts over competing use of land and provide a vision for an integrated sustainable land-use approach that balances economic, environmental and social concerns.

The Ministry fully supported and participated in the further development of the *Land-use Framework* and related initiatives. This included significant involvement in further refinement of the draft *Land-use Framework* that was released in May 2008. The Land-use Secretariat was established and regional land-use plans for the Lower Athabasca and South Saskatchewan regions were initiated. The Ministry's inventory of Ecologically Significant Areas was also updated to provide key resource data for the development of those and other regional plans.

**STRATEGY 2.6**

Develop a research strategy to enhance the scientific knowledge needed to support the preservation of Alberta's natural heritage and management of Alberta's provincial parks and protected areas.

In consultation with universities, colleges and non-government organizations, the Ministry developed a draft research strategy, titled the Science Strategy, to enhance the scientific knowledge that would support the preservation of Alberta's natural heritage and enhance the management of provincial parks and protected areas. The Science Strategy aims to increase the quantity and quality of environmental, social and economic science conducted in parks and to improve the Ministry's capacity to make sound, scientifically accurate decisions. Feedback on the strategy was collected from research strategy workshop participants in January 2009. The draft Science Strategy will be released for public comment in the spring of 2009.

**DID YOU KNOW?**

A dedication ceremony to announce the twinning of two Ramsar Wetland sites - Alberta's Hay-Zama Lakes Wildland Provincial Park and the Dalai Lake National Nature Reserve in the Peoples Republic of China - was held in May 2008 at Rainbow Lake.

**DID YOU KNOW?**

The lands of the Glenbow Ranch Provinical Park have a human history spanning 11,000 years.

Glenbow Ranch Provincial Park located between Calgary and Cochrane.

**STRATEGY 2.7**

Work with Alberta Environment and other ministries to manage Alberta's water resources and address the impacts of development on land, air, water and ecosystems.

The Ministry continues to participate in cross-ministry initiatives for the *Water for Life Strategy* and the oil sands strategy. The government released a renewed *Water for Life Strategy*, which is based on three outcomes: a safe, secure drinking water supply; healthy aquatic ecosystems; and reliable, quality water supplies for a sustainable economy. *Responsible Actions: A Plan for Alberta's Oil Sands* was also completed and released. The 20-year strategic plan outlines Alberta's long-term vision for the oil sands and provides an integrated approach for all levels of government, industry and citizens to manage the challenges and opportunities presented by oil sands development.

**STRATEGY 2.8**

Support the Capital Region River Valley Park concept to enhance protection of the North Saskatchewan River Valley and improve recreational opportunities in the Capital Region.

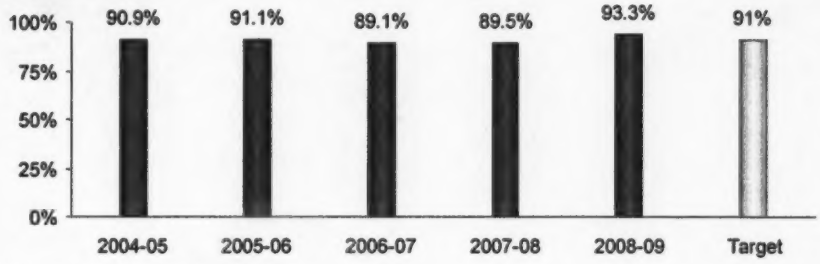
A grant agreement was completed and a $50 million grant was provided to the River Valley Alliance to support further development of the Capital Region River Valley Park concept in the North Saskatchewan River Valley from Devon to the mouth of the Sturgeon River. The River Valley Alliance is a municipal partnership representing the City of Edmonton, Town of Devon, Parkland County, Leduc County, Sturgeon County and the City of Fort Saskatchewan. The grant agreement provides for management, control and reporting of the use of the grant funds.

## Performance Measure

**MEASURE 2.A**
Visitor satisfaction with experiences at provincial parks and recreation areas

Results reviewed by the Auditor General

**Visitor satisfaction with experiences at provincial parks and recreation areas**




Source: Camper Satisfaction Survey

**Description**
This measure indicates visitors' overall satisfaction with the services and facilities at Alberta's provincial parks and recreation areas.

**Results**
In 2008-09, 93.3 per cent of visitors were satisfied with their experiences with the services and facilities at Alberta's provincial parks and recreation areas.

**Analysis**
Visitor satisfaction with their experience with the services and facilities at Alberta's provincial parks and recreation areas exceeded the target by 2.3 per cent. Overall satisfaction consists of all those who reported they are satisfied or very satisfied with their experience. In 2008-09, 50.7 per cent of respondents were very satisfied with their experiences, which is a 9.3 per cent increase from the previous year's results. Additionally, 87 per cent of the respondents indicated they would return to the same campground in the future.

Visitors' satisfaction is influenced by several factors, including interactions with other visitors, programs offered during the visit, public awareness of facilities and services, infrastructure renewal programs, services provided by contractors and park staff and the age, condition and cleanliness of facilities. When rating the staff of provincial parks and recreation areas, approximately 91 per cent of the respondents felt that the staff were friendly and courteous.

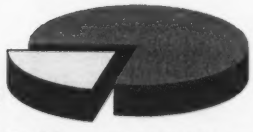
Alberta's provincial parks and recreation areas continue to attract over eight million visits a year. To meet this demand the government provided approximately $49 million for parks infrastructure that included upgrades, capital maintenance and renewal projects in provincial parks and recreation areas across the province.

# Core Business 3

## Recreation and sport

In 2008-09, 21.4 per cent ($51.4 million) of the Ministry's operating expenses related to core business three. Through this core business the Ministry helps Albertans participate in sport and recreation and lead active, healthy lifestyles. Expenditures decreased $69.1 million over the previous year due to one-time assistance for capital upgrades to Rexall Place, Pengrowth Saddledome, Commonwealth Stadium and McMahon Stadium provided in 2007-08. As well, the second installment to WinSport (Calgary Olympic Development Association) to renew the province's Olympic facilities and create a Canadian Centre for Sport Excellence (as part of the government's three year $69 million commitment for upgrading Olympic facilities) was provided in 2008-09.

**Operating Expenses Goal 3 (in millions)**




Goal 3 accounted for 21.4 per cent ($51.4 million) of the Ministry's 2008-09 operating expense.

### Goal 3

**Albertans participate in sport and recreation and lead active, healthy lifestyles**

## Overview

The Ministry supports this goal on an ongoing basis by:

- Promoting participation in sport, recreation and physical activity in communities, schools and workplaces.
- Working with local, provincial, national and international agencies to support athletic achievements.
- Supporting and facilitating participation in sport at the international, interprovincial, provincial and community levels.
- Providing financial support to provincial sport and recreation associations, active living agencies, communities, community organizations and individuals through the Alberta Sport, Recreation, Parks and Wildlife Foundation.
- Managing land and facilities donated to the Alberta Sport, Recreation, Parks and Wildlife Foundation.

## Results

**STRATEGY 3.1**
Further recommendations in the renewed Alberta Active Living Strategy to encourage active, healthy lifestyles by developing and maintaining partnerships with communities and organizations and by supporting active living opportunities.

The Ministry worked with the Public Health Agency of Canada and the Ministry of Health and Wellness to promote healthy living and physical activity at a provincial and community level through a Memorandum of Understanding. Through this understanding, the Ministry provided $125,000 in funding to projects for the promotion of physical activity at a provincial and community level. These projects include the Swim to Survive Program, the Treaty 6 Healthy Active Schools Symposium, and the Power of Being A Girl Conference. With

**DID YOU KNOW?**

More than 2,800 athletes, coaches and officials participated in four days of fun and spirited competition at the 2008 Alberta Summer Games held at Medicine Hat in August 2008.

the continuation of the Memorandum of Understanding, new projects have been selected that will continue to promote children and youth physical activity participation opportunities and supportive environments.

In 2008-09, the Ministry provided over $1.6 million in funding to 16 active living agencies to support a coordinated provincial delivery system of programs and services through the Alberta Sport, Recreation, Parks and Wildlife Foundation. These programs are aimed at supporting physical activity in Alberta through fitness and lifestyle services, school community workshops, workplace resources and community outreach services.

The Ministry continued to partner with provincial and federal agencies, communities and private businesses to facilitate the delivery of the Alberta's Future Leaders Program to 10 Aboriginal communities. Opportunities were provided for youth to participate in more than 4,000 hours of summer sports and recreation programming as well as provincial leadership retreats and arts camps.

Over 250 Municipal Recreation/Tourism Areas grants across the province were approved. The over $1.4 million in grants helped to ensure that outdoor public facilities are maintained and the communities are able to improve local amenities and encourage tourism.

**STRATEGY 3.2**

Address recommendations in the Alberta Sport Plan to support volunteer sport organizations, leadership development, excellence, access to programs, safe recreation infrastructure and athlete assistance.

The Ministry provided approximately $8.5 million in grants to support sport and recreation opportunities in communities through provincial sport and recreation organizations. In addition, grants totalling over $750,000 were provided for more than 315 provincial and community projects related to sport and recreation programs, equipment purchases, leadership development, athlete training and parks and wildlife research projects. Additionally, approximately $1 million was provided to provincial sport and recreation associations under the Association Support Grant Program to increase their capacity to support sport and recreation opportunities by hiring staff to support their volunteers.

Podium Alberta, a high performance athlete assistance program, was launched in April 2008. Podium Alberta supplements the funding provided to Alberta's high performance athletes by the federal government. This program allows athletes to train and live in Alberta while competing at the national and international level. The program assisted 230 individuals in 2008-09. The Ministry also provided 85 hosting grants totalling over $480,000 to provincial sport and recreation associations and local clubs and organizations to host western Canadian, national and international events.

The Ministry enhanced participation in sport for under-represented groups (e.g., girls, women, Aboriginal people, persons with disabilities and those disadvantaged either financially or by location) through a wide variety of programs to support areas such as wheelchair curling, sledge hockey and the implementation of the Canadian Sport for Life concept. Canadian Sport for Life provides opportunities for all Canadians to participate in quality sport and physical activity, throughout their lifetime at a level appropriate for their development.

The Ministry also worked with the Indigenous Sport Council of Alberta to develop a program to support Métis and First Nations recreation directors, coaches, teachers and other community sport leaders throughout Alberta to improve and expand sport and recreation activities for Aboriginal youth.

**STRATEGY 3.3**
Implement the Alberta Recreation Corridor and Trails Designation Program to make trails easier to use, operate and manage.

The Recreation Corridors Coordinating Committee is laying groundwork for a recreation corridor and Trails Designation Program. Work has proceeded in areas related to risk management, liability and enforcement, which are crucial to the implementation of this program. As part of the implementation, the Ministry will examine options to support the development and operations of recreation trails in the province.

The Ministry is providing $1.5 million over the next three years to improve provincial trails as part of the Community Development Trust Program. The program is a joint federal and provincial initiative designed to utilize under-employed Aboriginal and seasonal workers in rural areas and create economic opportunities in the development and maintenance of recreation trail infrastructure. Improvements will be made on the Old Peace River Trail between Athabasca and Slave Lake and the trails in the Crowsnest Pass area.

**DID YOU KNOW?**
Alberta has proudly joined Canada's Games by becoming an official contributing province to the Vancouver 2010 Olympic and Paralympic Games.

A participant in the cross country skiing event at the first Alberta 55 Plus Winter Games in Lethbridge in February 2009.

**STRATEGY 3.4**
Implement the sports initiatives in the 2010 Olympic and Paralympic Winter Games Accord with the Vancouver Organizing Committee.

The Ministry hosted the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games and coordinated the recruitment efforts of Alberta volunteers for the 2010 Olympic and Paralympic Winter Games. These volunteer positions will provide Alberta's volunteers an opportunity to gain valuable international level experience, enhance the proficiency of Alberta's officials and support a legacy of international competitions in Alberta.

A Memorandum of Understanding was negotiated with the Government of British Columbia to ensure utilization of Olympic venues in both provinces for international competitions and to maximize economic benefits and long-term utilization of legacy facilities.

Alberta was promoted as a premier international winter sport destination by enhancing marketing efforts for high performance sports in targeted markets. The World Cup Roundtable brought all winter Olympic sport disciplines together and maximized the impact of these efforts. Seven World Cup Events were secured for Alberta's world-class facilities during the 2009-10 pre-Olympic season. These events create exciting opportunities for sport development and exposure to international competition in our province.

**STRATEGY 3.5**
Support the development of facilities to accommodate training and hosting of World Cup and world championship events leading up to the 2010 Olympic and Paralympic Games.

The government provided $20 million, the second instalment of a three-year $69 million investment, to WinSport (Calgary Olympic Development Association) to renew the 1988 Winter Olympic legacy facilities and create a Canadian Centre for Sport Excellence. Work was started on the Athletic and Ice Complex at Canada Olympic Park, which will have the capability to host national and international sporting events. The facility was designed with extensive input from athletes, coaches and various sport organizations to provide a competitive advantage for Canadian athletes as well as recreational opportunities for youth.

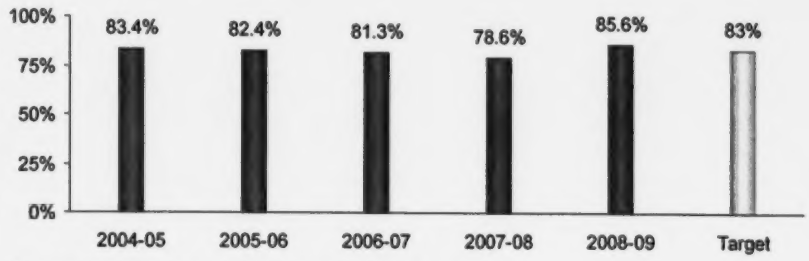
2006 Olympic Gold Medalist Chandra Crawford, and Minister Cindy Ady, hold the official Olympic Torch at the Alberta Reception celebrating the one-year countdown to the Vancouver 2010 Olympic and Paralympic Winter Games on February 13 in Vancouver, British Columbia.

## Performance Measure

**MEASURE 3.A**
Participation in sport and recreational activities by adult Albertans

Results for 2004-05 to 2007-08 reviewed by the Auditor General.

**Participation in sport and recreational activities by adult Albertans**




Source: Tourism, Parks and Recreation Survey of Albertans

**Description**
This measure provides a general indicator of participation in sport and recreational activity in the province by adult Albertans in the past year. Participation in a sport and recreational activity encompasses a broad range of activities such as walking, bicycling, skiing, golfing, skating, swimming and amateur sports.

**Results**
In 2008-09, 85.6 per cent of adult Albertans participated in sport and recreational activities.

**Analysis**
The percentage of adult Albertans who participated in sport and recreational activities increased to 85.6 per cent in 2008-09, which is seven per cent higher than the previous year. This exceeded the 2008-09 target by 2.6 per cent. Results may be affected by many external influences such as lifestyle choices, the disposable income Albertans have to spend on sport and recreational activities, demographic changes, and the media's reporting on the importance of living an active, healthy lifestyle. A continued emphasis on encouraging Albertans to live an active, healthy lifestyle is needed to maintain or increase the 85.6 per cent result.

The on-going research regarding the positive results that active living has on the overall health and wellness of Albertans may increase participation in sport and recreation over the next few years. To help achieve these results, the Ministry provided approximately $8.5 million in grants to support sport and recreation opportunities in communities through provincial sport and recreation organizations. A new measure related to this goal is introduced in the 2009-12 business plan. The new measure focuses on the activity level of Albertans age 12 to 19.

# Financial Information

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# Ministry of Tourism, Parks and Recreation

Consolidated Financial Statements

March 31, 2009

**Ministry of Tourism, Parks, and Recreation**
**Consolidated Financial Statements**
**March 31, 2009**


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## Auditor's Report

To the Members of the Legislative Assembly

I have audited the consolidated statement of financial position of the Ministry of Tourism, Parks and Recreation as at March 31, 2009 and the consolidated statements of operations and cash flows for the year then ended. These financial statements are the responsibility of the Ministry's management. My responsibility is to express an opinion on these financial statements based on my audit.

I conducted my audit in accordance with Canadian generally accepted auditing standards. Those standards require that I plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In my opinion, these consolidated financial statements present fairly, in all material respects, the financial position of the Ministry as at March 31, 2009 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

Original Signed by Fred J. Dunn, FCA
Auditor General

Edmonton, Alberta
June 1, 2009

The official version of this Report of the Auditor General and the information the Report covers, is in print form.

**Ministry of Tourism, Parks and Recreation**
**Consolidated Statement of Operations**
**For the year ended March 31, 2009**
**(in thousands)**

| | 2009 | | 2008 |
|---|---|---|---|
| | Budget (Schedule 4) | Actual | Actual Restated (Note 3) |
| **Revenues (Schedules 1 and 2)** | | | |
| Internal Government Transfers | $ 95,620 | $ 95,620 | $ 114,118 |
| Transfers from the Government of Canada | 493 | 541 | 480 |
| Investment Income | 476 | 535 | 591 |
| Premiums, Fees and Licences | 7,081 | 7,336 | 6,698 |
| Other Revenue | 4,698 | 4,201 | 3,283 |
| | 108,368 | 108,233 | 125,170 |
| **Expenses – Directly Incurred (Note 2(c) and Schedules 3 and 6)** | | | |
| Ministry Support Services | 7,628 | 6,927 | 5,364 |
| Tourism | 66,229 | 63,944 | 56,817 |
| Parks | 122,685 | 117,328 | 63,946 |
| Recreation and Sport | 51,505 | 50,663 | 119,970 |
| | 248,047 | 238,862 | 246,097 |
| **Valuation Adjustments** | | | |
| Provision for Environmental Obligations | - | 1,073 | 608 |
| Provision for Doubtful Accounts | - | 7 | 8 |
| Provision for Vacation Pay and Banked Overtime | 110 | 423 | 394 |
| | 110 | 1,503 | 1,010 |
| Total Expenses | 248,157 | 240,365 | 247,107 |
| Gain (Loss) on Disposal of Tangible Capital Assets | 2,300 | (72) | (302) |
| **Net Operating Results** | $ (137,489) | $ (132,204) | $ (122,239) |

The accompanying notes and schedules are part of these consolidated financial statements.

**Ministry of Tourism, Parks and Recreation**
**Consolidated Statement of Financial Position**
**As at March 31, 2009**
**(in thousands)**

| | 2009 | 2008 Restated (Note 3) |
|---|---|---|
| **Assets** | | |
| Cash (Note 5) | $ 2,651 | $ 3,428 |
| Accounts Receivable, Prepaid Expenses and Inventory (Note 6) | 1,229 | 627 |
| | 3,880 | 4,055 |
| Restricted Cash (Note 8) | 426 | 426 |
| Tangible Capital Assets (Schedule 7) | 368,324 | 335,503 |
| | $ 372,630 | $ 339,984 |
| **Liabilities** | | |
| Accounts Payable and Accrued Liabilities | $ 20,703 | $ 30,936 |
| Unearned Revenue | 528 | 362 |
| | 21,231 | 31,298 |
| **Net Assets** | | |
| Net Assets at Beginning of Year | 308,686 | 269,997 |
| Net Operating Results | (132,204) | (122,239) |
| Net Financing Provided from General Revenues | 174,917 | 160,928 |
| Net Assets at End of Year (Note 8) | 351,399 | 308,686 |
| | $ 372,630 | $ 339,984 |

The accompanying notes and schedules are part of these consolidated financial statements.

**Ministry of Tourism, Parks and Recreation**
**Consolidated Statement of Cash Flows**
**For the year ended March 31, 2009**
**(in thousands)**

| | 2009 | 2008 Restated (Note 3) |
|---|---|---|
| **Operating Transactions** | | |
| Net Operating Results | $ (132,204) | $ (122,239) |
| Non-cash Items included in Net Operating Results: | | |
| Amortization | 11,216 | 10,542 |
| Loss on Disposal of Tangible Capital Assets | 72 | 302 |
| Valuation Adjustments | 1,010 | 1,010 |
| | (119,906) | (110,385) |
| Increase (Decrease) in Accounts Receivable, Prepaid Expenses and Inventories before Valuation Adjustments | (600) | 136 |
| (Increase) Decrease in Accounts Payable and Accrued Liabilities before Valuation Adjustments | (11,235) | 5,549 |
| Increase in Unearned Revenue | 167 | 62 |
| Cash Applied to Operating Transactions | (131,574) | (104,638) |
| **Capital Transactions** | | |
| Acquisition of Tangible Capital Assets | (44,211) | (49,897) |
| Proceeds on Disposal of Tangible Capital Assets | 261 | 83 |
| Transfers of Tangible Capital Assets | (170) | (5,404) |
| Cash Applied to Capital Transactions | (44,120) | (55,218) |
| **Financing Transactions** | | |
| Net Financing Provided from General Revenues | 174,917 | 160,928 |
| **Increase (Decrease) in Cash** | (777) | 1,072 |
| **Cash, at Beginning of Year** | 3,854 | 2,782 |
| **Cash, at End of Year** | $ 3,077 | $ 3,854 |

The accompanying notes and schedules are part of these consolidated financial statements.

**Ministry of Tourism, Parks and Recreation**
**Notes to the Consolidated Financial Statements**
**Year ended March 31, 2009**

## Note 1 Authority and Purpose

The Minister of Tourism, Parks and Recreation has, by the *Government Organization Act* and its regulations, been designated responsible for various *Acts*. To fulfill these responsibilities, the Minister is responsible for the organizations listed in Note 2(a). The authority under which each organization operates is also listed in Note 2(a). Together these organizations form the Ministry of Tourism, Parks and Recreation (Ministry).

The purpose of the Ministry is to enhance and preserve the quality of life for Albertans. This is done by:

- managing Alberta's provincial parks and protected areas;
- promoting recreational and sport opportunities;
- facilitating tourism marketing and development.

## Note 2 Summary of Significant Accounting Policies and Reporting Practices

These financial statements are prepared in accordance with Canadian generally accepted accounting principles for the public sector as recommended by the Public Sector Accounting Board of the Canadian Institute of Chartered Accountants (PSAB).

### (a) Reporting Entity

The reporting entity is the Ministry of Tourism, Parks and Recreation. The *Government Accountability Act* defines a Ministry as including the Department and any Provincial agency and Crown-controlled organization for which the Minister is responsible.

These consolidated financial statements include the accounts of the following organizations:

| Organization | Authority |
|---|---|
| Department of Tourism, Parks and Recreation | *Government Organization Act* |
| Alberta Sport, Recreation, Parks and Wildlife Foundation | *Alberta Sport, Recreation, Parks and Wildlife Foundation Act* |

All ministries of the Government of Alberta operate within the General Revenue Fund (the Fund). The Fund is administered by the Minister of Finance and Enterprise. All cash receipts of ministries are deposited into the Fund and all cash disbursements made by the ministries are paid from the Fund. Net Financing Provided from General Revenues is the difference between all cash receipts and all cash disbursements made.

**Note 2 Summary of Significant Accounting Policies and Reporting Practices (continued)**

**(b) Basis of Consolidation**

The accounts of the organizations listed in Note 2(a) above have been consolidated. Revenue and expense transactions, investing and financing transactions, and related asset and liability accounts between the consolidated organizations were eliminated upon consolidation.

**(c) Basis of Financial Reporting**

**Revenues**

All revenues are reported on the accrual basis of accounting. Cash received for which goods or services have not been provided by year end is recorded as unearned revenue.

Donations are recognized as revenues when they are received. Donations of materials and services that would otherwise have been purchased are recorded at fair value at the date of donation when fair value can reasonably be determined.

Internal Government Transfers

Internal government transfers are transfers between entities within the government reporting entity where the entity making the transfer does not receive any goods or services directly in return.

Transfers from Government of Canada

Transfers from Government of Canada are recognized as revenue when authorized by federal legislation or federal/provincial agreements, eligibility criteria if any are met and a reasonable estimate of the amounts can be made.

**Dedicated Revenue**

Dedicated revenue initiatives provide a basis for authorizing spending. Dedicated revenues are shown as credits or recoveries in the details of the Government Estimates for a supply vote. If budgeted revenues are not fully realized, spending is reduced by an equivalent amount. If actual dedicated revenues exceed budget, the Ministry may, with the approval of the Treasury Board, use the excess revenue to fund additional expenses on the program. Schedule 2 discloses information on the Ministry's dedicated revenue initiatives.

## Note 2 Summary of Significant Accounting Policies and Reporting Practices (continued)

### (c) Basis of Financial Reporting (continued)

**Expenses**

Directly Incurred

Directly incurred expenses are those costs the Ministry has primary responsibility and accountability for, as reflected in the Government's budget documents.

In addition to program operating expenses such as salaries, supplies, etc., directly incurred expenses also include:

- amortization of tangible capital assets.
- pension costs which comprise the cost of employer contributions for current service of employees during the year.
- valuation adjustments which include changes in the valuation allowances used to reflect financial assets at their net recoverable or other appropriate value. Valuation adjustments also represent the change in management's estimate of future payments arising from obligations relating to vacation pay and environmental obligations.

Grants are recorded as expenses when authorized and when all eligibility criteria have been satisfied.

Incurred by Others

Services contributed by other entities in support of the Ministry's operations are disclosed in Schedule 6.

**Assets**

Financial assets of the Ministry are limited to financial claims, such as advances to and receivables from other organizations, employees and other individuals, as well as inventories held for resale.

Inventories are valued at the lower of cost and net realizable value. Cost is determined on the first in first out basis.

**Note 2 Summary of Significant Accounting Policies and Reporting Practices (continued)**

**(c) Basis of Financial Reporting (continued)**

Assets acquired by right are not included. Tangible capital assets of the Ministry are recorded at historical cost and amortized on a straight-line basis over the estimated useful lives of the assets. The threshold for capitalizing new systems development is $100,000 and the threshold for all other tangible capital assets is $5,000. All land is capitalized.

Donated tangible capital assets are recorded at their fair value at the time of contribution.

When physical assets (tangible capital assets and inventories) are gifted or sold for a nominal sum, the fair values of these physical assets less any nominal proceeds are recorded as grants in kind.

Artworks are not recorded as assets. Purchases of artworks are expensed in the period in which the items are acquired. Donations of artworks are reported as revenue and expenses at their fair value when fair value can be determined. When fair value cannot be reasonably determined, these donations are recorded at nominal value.

**Liabilities**

Liabilities are recorded to the extent that they represent present obligations as a result of events and transactions occurring prior to the end of fiscal year. The settlement of liabilities will result in sacrifice of economic benefits in the future.

Environmental obligations are recorded as liabilities when there is little or no discretion to avoid settlement of the obligation and a reasonable estimate of the amount can be made.

**Net Assets**

Net assets represent the difference between the carrying value of assets held by the Ministry and its liabilities.

Restricted funds and endowment funds (Note 8) are considered appropriations from net assets and are reported as net assets.

An externally restricted fund accounts for non-government contributions, which can only be used for the purpose specified by the donor.

**Note 2 Summary of Significant Accounting Policies and Reporting Practices (continued)**

**(c) Basis of Financial Reporting (continued)**

**Net Assets (continued)**

An internally restricted fund accounts for funds restricted by the Ministry Foundation for either matching non-government contributions, which can only be used for an identified purpose, or for retaining an ongoing funding capability.

An endowment fund accounts for contributions received under various agreements with sponsors and matching funds may be provided by Ministry Foundation. In addition, the endowment fund can include internally restricted funds to be used for identified purposes, or for retaining an ongoing funding capability.

**Valuation of Financial Assets and Liabilities**

Fair value is the amount of consideration agreed upon in an arm's length transaction between knowledgeable, willing parties who are under no compulsion to act.

The fair values of accounts receivable, and accounts payable and accrued liabilities are estimated to approximate their carrying values because of the short term nature of these instruments.

**Measurement Uncertainty (in thousands)**

Measurement uncertainty exists when there is a variance between the recognized or disclosed amount and another reasonably possible amount. Environmental obligations are included in accounts payable and accrued liabilities in the amount of $1,480 (2008 – $907) based on management's best estimates that reflect the most probable course of action. Increased construction costs, or other unanticipated changes may affect these estimates.

**Ministry of Tourism, Parks and Recreation**
**Notes to the Consolidated Financial Statements**
**Year ended March 31, 2009**

## Note 3 Government Reorganization/Program Transfers (in thousands)

The Ministry of Tourism, Parks and Recreation was established as a result of restructuring of government ministries announced on March 12, 2008. The Ministry of Tourism, Parks, Recreation and Culture was split into the Ministry of Tourism, Parks and Recreation and the Ministry of Culture and Community Spirit. Comparatives for 2008 have been restated as if the Ministry had always been assigned with its current responsibilities. Net assets on March 31, 2007 are made up as follows:

| | |
|---|---|
| Net Assets as previously reported | $ 283,101 |
| Transfer to the Ministry of Culture and Community Spirit | (12,854) |
| Transfer to the Ministry of Employment and Immigration | (250) |
| Net Assets at March 31, 2007 | $ 269,997 |

Based on an agreement between the Ministries of Service Alberta and Tourism, Parks and Recreation, effective April 1, 2008, the Ministry of Tourism, Parks and Recreation transferred the budgetary responsibility for the functional reporting of information technology services to the Ministry of Service Alberta. This resulted in the restatement of comparative figures for 2008 which increased Net Operating Results by $1,099 and decreased Net Financing provided from General Revenues by $1,099.

## Note 4 Restatement of Prior Year Fund Balance (in thousands)

The Alberta Sport, Recreation, Parks and Wildlife Foundation received a contribution which was included in accounts receivable in the amount of $2,300 in the prior year. Through a legal review process the receivable amount was deemed a perpetual trust, in which the foundation is entitled to the investment income only. Comparatives for 2008 have been restated as if the Foundation was only in receipt of investment income. The Fund balance on March 31, 2008 is made up as follows:

| | |
|---|---|
| Fund Balance as previously reported | $ 7,101 |
| Transfer from Accounts Receivable | (2,300) |
| Transfer to Accounts Receivable Investment Income | 36 |
| Fund Balance at March 31, 2008 | $ 4,837 |

## Note 5 Cash and Restricted Cash (in thousands)

Cash consists of deposits in the Consolidated Cash Investment Trust Fund (CCITF) of the Province of Alberta. CCITF is managed with the objective of providing competitive interest income to depositors while maintaining appropriate security and liquidity of depositors' capital. The portfolio is comprised of high-quality short-term and mid-term fixed-income securities with a maximum term-to-maturity of three years. As at March 31, 2009, securities held by Fund have a time-weighted return of 3.0% per annum (2008 – 4.5% per annum).

Cash in the amount of $1,729 (2008 - $1,692) has been externally restricted and $146 (2008 – $143) has been internally restricted and is therefore not available to pay for operating expenses.

Due to the short-term nature of these deposits, the carrying value approximates fair value.

## Note 6 Accounts Receivable, Prepaid Expenses and Inventory (in thousands)

| | 2009 | | | 2008 |
|---|---|---|---|---|
| | Gross Amount | Allowance for Doubtful Accounts | Net Realizable Value | Net Realizable Value Restated (Note 3) |
| Accounts Receivable | $ 1,244 | $ 101 | $ 1,143 | $ 530 |
| Advances | 14 | - | 14 | - |
| Inventory | 16 | - | 16 | 8 |
| Prepaid Expenses | 56 | - | 56 | 45 |
| Refunds from Suppliers | - | - | - | 44 |
| | $ 1,330 | $ 101 | $ 1,229 | $ 627 |

Accounts receivable are unsecured and non-interest bearing.

## Note 7 Artworks (in thousands)

The Ministry has a collection of artworks consisting of 19 (2008 – 19) prints of the Waterfowl of North America Collection #1250 with an approximate value of $5 (2008 – $5). There were no artwork dispositions (2008 –Nil) or acquisitions (2008 – Nil) during the year.

**Ministry of Tourism, Parks and Recreation**
**Notes to the Consolidated Financial Statements**
**Year ended March 31, 2009**

## Note 8 Net Assets (in thousands)

| | 2009 | 2008 Restated (Note 3) |
|---|---|---|
| Unrestricted Funds | $ 346,767 | $ 304,151 |
| Endowment Funds | 426 | 426 |
| Externally Restricted Funds | 4,060 | 3,966 |
| Internally Restricted Funds | 146 | 143 |
| | $ 351,399 | $ 308,686 |

## Note 9 Contractual Obligations (in thousands)

| | 2009 | 2008 |
|---|---|---|
| Capital Construction Contracts | $ 4,821 | $ 8,756 |
| Grant Agreements | 855 | 10,096 |
| Long-term Leases | 538 | 1,354 |
| Service Contracts | 38,959 | 45,360 |
| | $ 45,173 | $ 65,566 |

The aggregate amounts payable for the unexpired terms of these contractual obligations are as follows:

| | Capital Construction Contracts | Grant Agreements | Long-term Leases | Service Contracts | Total |
|---|---|---|---|---|---|
| 2009 - 2010 | $ 4,821 | $ 405 | $ 216 | $ 34,416 | $ 39,858 |
| 2010 - 2011 | - | 400 | 222 | 1,369 | 1,991 |
| 2011 - 2012 | - | 50 | 79 | 1,240 | 1,369 |
| 2012 - 2013 | - | - | 15 | 915 | 930 |
| 2013 - 2014 | - | - | 6 | 754 | 760 |
| Thereafter | - | - | - | 265 | 265 |
| | $ 4,821 | $ 855 | $ 538 | $ 38,959 | $ 45,173 |

## Note 10 Contingent Liabilities (in thousands)

At March 31, 2009 the Department is a defendant in three legal claims (2008 - six legal claims). Two of these claims have specified amounts totalling $5,201 and the remaining one has no specified amount (2008 – five claims with specified amounts of $12,306 and one with no specified amount). These claims are covered by the Alberta Risk Management Fund.

The resulting loss, if any, from these claims cannot be determined.

## Note 11 Trust Funds Under Administration (in thousands)

The Ministry administers a trust fund that is a regulated fund consisting of public money over which the Legislature has no power of appropriation. Because the Province has no equity in the fund and administers it for the purposes of various trusts, they are not included in the Ministry's financial statements.

As at March 31, 2009, the ministry administered the following trust fund:

| | 2009 | 2008 |
|---|---|---|
| Parks General Trust and Performance Deposits | $ 795 | $ 594 |

In addition to the above trust fund under administration, the Ministry holds bank guarantees in the form of letters of credit in the amount of $40,827 (2008 – $26,378).

## Note 12 Benefit Plans (in thousands)

The Ministry participates in the multi-employer Management Employees Pension Plan and Public Service Pension Plan. The Ministry also participates in the multi-employer Supplementary Retirement Plan for Public Service Managers. The expense for these pension plans is equivalent to the annual contributions of $2,868 for the year ended March 31, 2009 (2008 – $2,545).

At December 31, 2008, the Management Employees Pension Plan reported a deficiency of $568,574 (2007 – $84,341) and the Public Service Pension Plan reported a deficiency of $1,187,538 (2007 – $92,509 as restated). At December 31, 2008, the Supplementary Retirement Plan for Public Service Managers had a surplus of $7,111 (2007 – surplus of $1,510).

**Note 12 Benefit Plans (continued)**

The Ministry also participates in two multi-employer Long Term Disability Income Continuance Plans. At March 31, 2009, the Bargaining Unit Plan reported an actuarial deficiency of $33,540 (2008 – $6,319) and the Management, Opted Out and Excluded Plan an actuarial deficiency of $1,051 (2008 – actuarial surplus of $7,874). The expense for these two plans is limited to the employer's annual contributions for the year.

**Note 13 Other Business Relationships (in thousands)**

The Ministry has two agreements with Travel Alberta International Inc. (TAI), a not-for-profit Corporation jointly owned by Edmonton Economic Development Corporation and Tourism Calgary - Calgary Convention & Visitors Bureau, to carry out international tourism marketing on behalf of the Ministry. The primary agreement, which expires March 31, 2010, provides for international marketing services worldwide. A secondary agreement, which expired March 31, 2009, focused on the development and implementation of tourism marketing programs and activities in the US Meetings, Conventions & Incentive Travel (MCIT) market. The nature of these arrangements is such that the Ministry exercises significant influence over the strategic operating, capital, investing and financing activities of TAI. During the year, the Ministry acquired tourism marketing services totalling $27,086 (2008 – $24,539) from TAI, of which $1,120 (2008 – $2,397) was payable to TAI as at March 31, 2009. These amounts are included in the Ministry's financial statements.

**Note 14 Subsequent Events**

Travel Alberta was established by the *Travel Alberta Act* enacted on June 3, 2008. Travel Alberta will commence operations on April 1, 2009. The Ministry will transfer the agreed upon Tourism Marketing and Travel Alberta programs to the corporation along with the associated budgets, operating expenses, assets, liabilities and net assets.

**Note 15 Comparative Figures**

Certain 2008 figures have been reclassified to conform to the 2009 presentation.

**Note 16 Approval of Consolidated Financial Statements**

The consolidated financial statements were approved by the Senior Financial Officer and the Deputy Minister.

**Ministry of Tourism, Parks and Recreation**
**Schedule to the Financial Statements - Schedule 1**
**Revenues**
**For the year ended March 31, 2009**
**(in thousands)**

| | 2009 | | 2008 |
|---|---|---|---|
| | Budget | Actual | Actual Restated (Note 3) |
| Internal Government Transfers | | | |
| Transfer from the Lottery Fund | 95,470 | 95,470 | $ 113,970 |
| Transfer from Alberta Foundation for the Arts | 150 | 150 | 148 |
| | 95,620 | 95,620 | 114,118 |
| Transfers from the Government of Canada | 493 | 541 | 480 |
| Investment Income | 476 | 535 | 591 |
| Premiums, Fees and Licences | | | |
| Camping Fees | 6,098 | 5,502 | 4,527 |
| Lands and Grazing | 893 | 954 | 752 |
| Other | 90 | 880 | 1,419 |
| | 7,081 | 7,336 | 6,698 |
| Other Revenue | | | |
| Donations | 1,570 | 862 | 544 |
| Miscellaneous | 2,207 | 2,467 | 2,077 |
| Refunds of Expenses | 440 | 441 | 327 |
| Sales | 481 | 431 | 335 |
| | 4,698 | 4,201 | 3,283 |
| Total Revenues | $ 108,368 | $ 108,233 | $ 125,170 |

## Ministry of Tourism, Parks and Recreation
## Schedule to the Financial Statements - Schedule 2
## Dedicated Revenue Initiatives
## For the year ended March 31, 2009
## (in thousands)

| | 2009 | | |
|---|---|---|---|
| | Authorized Dedicated Revenues | Actual Dedicated Revenues[a] | Excess |
| Parks Infrastructure Management[b] | $ 8,023 | $ 8,233 | $ 210 |
| Park Operations[c] | 1,155 | 1,251 | 96 |
| | $ 9,178 | $ 9,484 | $ 306 |

(a) Revenues from dedicated revenue initiatives are included in the Ministry's revenues in the Statement of Operations and Schedule 1.
(b) Parks collects various fees and other revenues that are used to partially offset the cost of providing services. These include fees for the use of campgrounds, park facilities and lands, heritage appreciation services (e.g. interpretive bus tours), as well as contributions, sponsorships, donations, grants and payments by corporations, private sector operators, foundations, individuals and others.
(c) Parks collects a levy for facility redevelopment.

**Ministry of Tourism, Parks and Recreation**
**Schedule to the Financial Statements - Schedule 3**
**Expenses – Directly Incurred Detailed By Object**
**For the year ended March 31, 2009**
**(in thousands)**

| | 2009 | | 2008 |
|---|---|---|---|
| | Budget | Actual | Actual Restated (Note 3) |
| Voted | | | |
| Salaries, Wages and Employee Benefits | $ 48,923 | $ 45,071 | $ 41,209 |
| Supplies and Services | 82,047 | 79,333 | 71,656 |
| Supplies and Services from Support Service Arrangements with Related Parties[a] | - | 1,392 | 72 |
| Grants | 104,159 | 101,748 | 122,539 |
| Financial Transactions and Other | 93 | 102 | 78 |
| Amortization of Tangible Capital Assets | 12,825 | 11,216 | 10,542 |
| | $ 248,047 | $ 238,862 | $ 246,096 |
| Statutory | | | |
| Valuation Adjustments | | | |
| Provision for Doubtful Accounts | $ - | $ 7 | $ 8 |
| Provision for Environmental Obligations | - | 1073 | 608 |
| Provision for Vacation Pay and Banked Overtime | 110 | 423 | 394 |
| | $ 110 | $ 1,503 | $ 1,010 |

[a] The Ministry received Freedom of Information and Privacy (FOIP) services from the Ministry of Finance and Enterprise and revenue and accounts receivable services from the Ministry of Energy.

## Ministry of Tourism, Parks and Recreation
## Schedule to the Financial Statements - Schedule 4
## Budget
## For the year ended March 31, 2009
## (in thousands)

| | 2008-09 Estimates | Adjustment | 2008-09 Budget | Authorized Supplementary | | 2008-09 Authorized Budget |
|---|---|---|---|---|---|---|
| Revenues | | | | | | |
| Internal Government Transfers | $ 95,620 | $ - | $ 95,620 | $ - | | $ 95,620 |
| Transfers from the Government of Canada | 493 | - | 493 | - | | 493 |
| Investment Income | 476 | - | 476 | - | | 476 |
| Premiums, Fees and Licences | 7,081 | - | 7,081 | - | | 7,081 |
| Other Revenue | 4,698 | - | 4,698 | - | | 4,698 |
| | 108,368 | - | 108,368 | - | | 108,368 |
| Expenses – Directly Incurred | | | | | | |
| Voted | | | | | | |
| Ministry Support Services | 7,628 | - | 7,628 | - | | 7,628 |
| Tourism | 66,229 | - | 66,229 | - | | 66,229 |
| Parks | 122,685 | - | 122,685 | (3,425) | (a) | 119,260 |
| Recreation and Sport | 51,505 | - | 51,505 | 300 | (b) | 51,805 |
| | 248,047 | - | 248,047 | (3,125) | | 244,922 |
| Statutory | | | | | | |
| Valuation Adjustments | | | | | | |
| Provision for Doubtful Accounts | - | - | - | - | | - |
| Provision for Environmental Obligations | - | - | - | - | | - |
| Provision for Vacation Pay and Banked Overtime | 110 | - | 110 | - | | 110 |
| | 110 | - | 110 | - | | 110 |
| Gain (Loss) on Disposal of Tangible Capital Assets | 2,300 | - | 2,300 | - | | 2,300 |
| Net Operating Results | $ (137,489) | $ - | $ (137,489) | $ 3,125 | | $ (134,364) |
| Equipment/Inventory Purchases | $ 1,543 | $ - | $ 1,543 | $ - | | $ 1,543 |
| Capital Investment | $ 34,136 | $ - | $ 34,136 | $ 4,072 | (c) | $ 38,208 |

(a) As part of Treasury Board third quarter decisions February 9, 2009, Treasury Board acknowledged the lapse of $2,500 in nominal sum disposals, and acknowledged the lapse of $925 in amortization expense.

(b) A supplementary estimate of $300 was approved for the Community Development Trust and transferred from Finance and Enterprise on December 4, 2008.

(c) A supplementary estimate of $4,072 was approved to carry forward from the 2007-08 capital investment budget on July 21, 2008.

**Ministry of Tourism, Parks and Recreation**
**Schedule to the Financial Statements - Schedule 5**
**Related Party Transactions**
**For the year ended March 31, 2009**
**(in thousands)**

Related parties are those entities consolidated or accounted for on the modified equity basis in the Province of Alberta's financial statements. Related parties also include management in the Ministry.

The Ministry and its employees paid or collected certain taxes and fees set by regulation for permits, licences and other charges. These amounts were incurred in the normal course of business, reflect charges applicable to all users, and have been excluded from this Schedule.

The Ministry had the following transactions with related parties recorded on the consolidated Statement of Operations and the consolidated Statement of Financial Position at the amount of consideration agreed upon between the related parties:

| | Other Entities | |
|---|---|---|
| | 2009 | 2008 Restated (Note3) |
| Revenues | | |
| Internal Government Transfers | $ 95,620 | $ 114,118 |
| Expenses – Directly Incurred | | |
| Other Services | $ 3,017 | $ 1,968 |
| Tangible Capital Assets Transferred From Others | $ 170 | $ 5,404 |

The above transactions do not include support service arrangement transactions disclosed in Schedule 3.

The Ministry also had the following transactions with related parties for which no consideration was exchanged. The amounts for these related party transactions are estimated based on the costs incurred by the service provider to provide the service. These amounts are not recorded in the consolidated financial statements but are disclosed in Schedule 6.

| | Other Entities | |
|---|---|---|
| | 2009 | 2008 |
| Expenses – Incurred by Others | | |
| Accommodation | $ 5,222 | $ 5,810 |
| Internal Audit | - | 61 |
| Legal | 344 | 340 |
| Other | 2,703 | - |
| Parks Maintenance | 1,940 | 1,573 |
| | $ 10,209 | $ 7,784 |

# Ministry of Tourism, Parks and Recreation
## Schedule to the Financial Statements - Schedule 6
## Allocated Costs
## For the year ended March 31, 2009
## (in thousands)

| | 2009 | | | | | | | | | 2008 |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Expenses – Incurred by Others | | | | Valuation Adjustments[f] | | | | |
| Program | Expenses [a] | Accommodation Costs [b] | Legal Services[c] | Other Services[d] | Parks Maintenance[e] | Provision for Doubtful Accounts | Provision for Environmental Obligations | Provision for Vacation Pay and Banked Overtime | Total Expenses | Total Expenses Restated (Note 3) |
| Ministry Support Services | $ 6,927 | $ 401 | $ 37 | $ 291 | $ - | $ - | $ - | $ 28 | $ 7,68 | $ 5,657 |
| Tourism | 63,944 | 1,138 | 123 | 274 | - | - | - | 45 | 65,52 | 58,520 |
| Parks | 117,328 | 2,560 | 167 | 1,934 | 1,940 | 7 | 1,073 | 317 | 125,32 | 69,519 |
| Recreation and Sport | 50,663 | 1,123 | 17 | 204 | - | - | - | 33 | 52,04 | 144,478 |
| | $ 238,862 | $ 5,222 | $ 344 | $ 2,703 | $ 1,940 | $ 7 | $ 1,073 | $ 423 | $ 250,57 | $ 278,174 |

(a) Expenses – Directly Incurred as per Statement of Operations, excluding valuation adjustments.
(b) Costs shown for Accommodation (includes grants in lieu of taxes) on Schedule 5, allocated by square footage.
(c) Costs shown for Legal Services on Schedule 5, allocated by estimated costs incurred by each program.
(d) Costs shown for Other Services on Schedule 5, allocated by estimated costs incurred by each program.
(e) The Department of Infrastructure and Transportation provided road and bridge maintenance to Parks. Costs shown for Parks Maintenance on Schedule 5, allocated to the program.
(f) Valuation Adjustments as per Statement of Operations. Environmental Obligations, Vacation Pay and Banked Overtime, and Doubtful Accounts provision included in Valuation Adjustments were allocated as follows:
- Provision for Doubtful Accounts Provision – allocated to the program.
- Provision for Environmental Obligations – allocated to the program.
- Provision for Vacation Pay and Banked Overtime – allocated to the program by employee.

# Ministry of Tourism, Parks and Recreation
## Schedule to the Financial Statements - Schedule 7
## Tangible Capital Assets
## For the year ended March 31, 2009
## Year ended March 31, 2009
## (in thousands)

| | 2009 | | | | | | | | | 2008 |
|---|---|---|---|---|---|---|---|---|---|---|
| | General Capital Assets | | | | | Infrastructure Assets | | | | |
| | Land | Buildings | Computer Hardware and Software | Equipment[a] | Other | Bridges | Land Improvements | Highways and Roads | Total | Total |
| Estimated Useful Life | Indefinite | 20-40 years | 5-8 years | 3-10 years | 20 years | 40 years | 40 years | 40 years | | Restated (Note 3) |
| Historical Cost [b] | | | | | | | | | | |
| Beginning of Year | $ 109,099 | $ 168,747 | $ 1,999 | $ 27,982 | $ 16,128 | $ 3,013 | $ 176,666 | $ 54,341 | $ 557,975 | $ 504,457 |
| Additions | - | 15,066 | 7,101 | 4,238 | 282 | 77 | 9,990 | 7,457 | 44,211 | 49,897 |
| Disposals, Including Write-Downs | - | (1,142) | (20) | (1,875) | (13) | - | - | - | (3,050) | (1,783) |
| Transfers to (from) Ministry | - | - | 202 | (32) | - | - | - | - | 170 | 5,404 |
| | $109,099 | $ 182,671 | $ 9,282 | $ 30,313 | $ 16,397 | $ 3,090 | $ 186,656 | $ 61,798 | $ 599,306 | $ 557,975 |
| Accumulated Amortization | | | | | | | | | | |
| Beginning of Year | $ - | $ 71,100 | $ 1,249 | $ 12,995 | $ 15,873 | $ 914 | $ 84,891 | $ 35,450 | $ 222,472 | $ 213,329 |
| Amortization Expense | $ - | $ 3,977 | $ 163 | $ 1,305 | $ 55 | $ 44 | $ 4,070 | $ 1,602 | $ 11,216 | 10,542 |
| Effect of Disposals | - | (815) | (20) | (1,861) | (1) | - | - | - | (2,697) | (1,399) |
| Effect of Transfer to (from) Ministry | - | - | - | (9) | - | - | - | - | (9) | - |
| | $ - | $ 74,262 | $ 1,392 | $ 12,430 | $ 15,927 | $ 958 | $ 88,961 | $ 37,052 | $ 230,982 | $ 222,472 |
| Net Book Value at March 31, 2009 | $109,099 | $ 108,409 | $ 7,890 | $ 17,883 | $ 470 | $ 2,132 | $ 97,695 | $ 24,746 | $ 368,324 | |
| Net Book Value at March 31, 2008 | $109,099 | $ 97,647 | $ 750 | $ 14,987 | $ 255 | $ 2,098 | $ 91,776 | $ 18,891 | | $ 335,503 |

[a] Equipment includes network switches and routers, vehicles, heavy equipment, fire protection equipment, office equipment and furniture, and other equipment.

[b] Historical cost includes work-in-progress at March 31, 2009 totaling $63,750 (2008 - $61,615) comprised of: buildings $31,311 (2008 - $31,783); computer hardware and software $6,846 (2008 - $138); equipment $1,788 (2008 - $ 8,214); other Nil (2008 – $191); land improvements $20,531 (2008 - $19,371); highways $3,258 (2008 – $1,823) and bridges $16 (2008 - $95).

# Department of Tourism, Parks and Recreation

Financial Statements

March 31, 2009

**Department of Tourism, Parks and Recreation**
**Financial Statements**
**March 31, 2009**


Auditor's Report

Statement of Operations

Statement of Financial Position

Statement of Cash Flows

Notes to the Financial Statements

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Schedule 2 – Dedicated Revenue Initiatives

Schedule 3 – Expenses – Directly Incurred Detailed by Object

Schedule 4 – Budget

Schedule 5 – Comparison of Expenses, Directly Incurred, Equipment/Inventory Purchases and Capital Investment and Statutory Expenses by Element to Authorized Budget

Schedule 6 – Salary and Benefits Disclosure

Schedule 7 – Related Party Transactions

Schedule 8 – Allocated Costs

Schedule 9 – Tangible Capital Assets

AUDITOR GENERAL *Alberta*

## Auditor's Report

To the Minister of Tourism, Parks and Recreation:

I have audited the statement of financial position of the Department of Tourism, Parks and Recreation as at March 31, 2009 and the statements of operations and cash flows for the year then ended. These financial statements are the responsibility of the Department's management. My responsibility is to express an opinion on these financial statements based on my audit.

I conducted my audit in accordance with Canadian generally accepted auditing standards. Those standards require that I plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In my opinion, these financial statements present fairly, in all material respects, the financial position of the Department as at March 31, 2009 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

Original Signed by Fred J. Dunn, FCA
Auditor General

Edmonton, Alberta
June 1, 2009

The official version of this Report of the Auditor General and the information the Report covers, is in print form.

**Department of Tourism, Parks and Recreation**
**Statement of Operations**
**For the year ended March 31, 2009**
**(in thousands)**

| | 2009 | | 2008 |
|---|---|---|---|
| | Budget (Schedule 4) | Actual | Actual Restated (Note 3) |
| **Revenues (Schedules 1 and 2)** | | | |
| Internal Government Transfers | $ 95,470 | $ 95,470 | $ 113,970 |
| Transfers from the Government of Canada | 15 | 3 | 2 |
| Investment Income | - | 18 | - |
| Premiums, Fees and Licences | 6,991 | 7,134 | 6,482 |
| Other Revenue | 2,592 | 2,911 | 2,338 |
| | 105,068 | 105,536 | 122,792 |
| **Expenses – Directly Incurred (Note 2(b) and Schedule 8)** | | | |
| **Voted (Schedules 3 and 5)** | | | |
| Ministry Support Services | 7,628 | 6,927 | 5,364 |
| Tourism | 66,229 | 63,944 | 56,817 |
| Parks | 122,685 | 117,328 | 63,946 |
| Recreation and Sport | 48,197 | 48,073 | 117,717 |
| | 244,739 | 236,272 | 243,844 |
| **Statutory (Schedules 3 and 5)** | | | |
| Valuation Adjustments | | | |
| Provision for Doubtful Accounts | - | 7 | 8 |
| Provision for Environmental Obligations | - | 1,073 | 608 |
| Provision for Vacation Pay and Banked Overtime | 110 | 423 | 394 |
| | 110 | 1,503 | 1,010 |
| | 244,849 | 237,775 | 244,854 |
| Gain (Loss) on Disposal of Tangible Capital Assets | 2,300 | (72) | (302) |
| **Net Operating Results** | $ (137,481) | $ (132,311) | $ (122,364) |

The accompanying notes and schedules are part of these financial statements.

## Department of Tourism, Parks and Recreation
## Statement of Financial Position
## As at March 31, 2009
## (in thousands)

| | 2009 | 2008 Restated (Note 3) |
|---|---|---|
| **Assets** | | |
| Cash | $ 32 | $ 49 |
| Accounts Receivable (Note 4) | 311 | 314 |
| | 343 | 363 |
| Tangible Capital Assets (Schedule 9) | 365,994 | 333,169 |
| | $ 366,337 | $ 333,532 |
| **Liabilities** | | |
| Accounts Payable and Accrued Liabilities | $ 19,354 | $ 29,321 |
| Unearned Revenue | 528 | 362 |
| | 19,882 | 29,683 |
| **Net Assets** | | |
| Net Assets at Beginning of Year | 303,849 | 265,285 |
| Net Operating Results | (132,311) | (122,364) |
| Net Financing Provided from General Revenues | 174,917 | 160,928 |
| Net Assets at End of Year | 346,455 | 303,849 |
| | $ 366,337 | $ 333,532 |

The accompanying notes and schedules are part of these financial statements.

**Department of Tourism, Parks and Recreation**
**Statement of Cash Flows**
**For the year ended March 31, 2009**
**(in thousands)**

| | 2009 | 2008 Restated (Note 3) |
|---|---|---|
| **Operating Transactions** | | |
| Net Operating Results | (132,311) | (122,364) |
| Non-cash Items included in Net Operating Results: | | |
| Loss on Disposal of Tangible Capital Assets | 72 | 302 |
| Amortization | 11,204 | 10,534 |
| Valuation Adjustments | 1,010 | 1,010 |
| | (120,025) | (110,518) |
| Decrease in Accounts Receivable before Valuation Adjustments | 3 | 317 |
| (Increase) Decrease in Accounts Payable and Accrued Liabilities before Valuation Adjustments | (10,967) | 4,398 |
| Increase in Unearned Revenue | 167 | 89 |
| Cash Applied to Operating Transactions | (130,822) | (105,714) |
| **Capital Transactions** | | |
| Acquisition of Tangible Capital Assets | (44,203) | (49,879) |
| Proceeds on Disposal of Tangible Capital Assets | 261 | 83 |
| Transfers of Tangible Capital Assets | (170) | (5,404) |
| Cash Applied to Capital Transactions | (44,112) | (55,200) |
| **Financing Transactions** | | |
| Net Transfer from General Revenues | 174,917 | 160,928 |
| **Increase (Decrease) in Cash** | (17) | 14 |
| **Cash, at Beginning of Year** | 49 | 35 |
| **Cash, at End of Year** | 32 | 49 |

The accompanying notes and schedules are part of these financial statements.

**Department of Tourism, Parks and Recreation**
**Notes to the Financial Statements**
**Year ended March 31, 2009**

## Note 1 Authority and Purpose

The Department of Tourism, Parks and Recreation (Department) operates under the authority of the *Government Organization Act*, Chapter G-10, Revised Statutes of Alberta 2000.

The purpose of the Department is to enhance and preserve the quality of life for Albertans. This is done by:

- managing Alberta's provincial parks and protected areas;
- promoting recreational and sport opportunities; and
- facilitating tourism marketing and development.

## Note 2 Summary of Significant Accounting Policies and Reporting Practices

These financial statements are prepared in accordance with Canadian generally accepted accounting principles for the public sector as recommended by the Public Sector Accounting Board of the Canadian Institute of Chartered Accountants (PSAB).

### (a) Reporting Entity

The reporting entity is the Department of Tourism, Parks and Recreation, which is part of the Ministry of Tourism, Parks and Recreation (Ministry) and for which the Minister of Tourism, Parks and Recreation is accountable. The other entity reporting to the Minister is the Alberta Sport, Recreation, Parks and Wildlife Foundation. The activities of this organization are not included in these financial statements. The Ministry Annual Report provides a more comprehensive accounting of the financial position and results of the Ministry's operations for which the Minister is accountable.

All departments of the Government of Alberta operate within the General Revenue Fund (the Fund). The Fund is administered by the Minister of Finance and Enterprise. All cash receipts of departments are deposited into the Fund and all cash disbursements made by departments are paid from the Fund. Net financing provided from General Revenues is the difference between all cash receipts and all cash disbursements made.

### Revenues

All revenues are reported on the accrual basis of accounting. Cash received for which goods or services have not been provided by year end is recorded as unearned revenue.

## Note 2 Summary of Significant Accounting Policies and Reporting Practices (continued)

### (b) Basis of Financial Reporting

Donations are recognized as revenues when they are received. Donations of materials and services that would otherwise have been purchased are recorded at fair value at the date of donation when fair value can reasonably be determined.

Internal Government Transfers

Internal government transfers are transfers between entities within the government reporting entity where the entity making the transfer does not receive any goods or services directly in return.

Transfers from Government of Canada

Transfers from Government of Canada are recognized as revenue when authorized by federal legislation or federal/provincial agreements, eligibility criteria if any are met and a reasonable estimate of the amounts can be made.

**Dedicated Revenue**

Dedicated revenue initiatives provide a basis for authorizing spending. Dedicated revenues are shown as credits or recoveries in the details of the Government Estimates for a supply vote. If budgeted revenues are not fully realized, spending is reduced by an equivalent amount. If actual dedicated revenues exceed budget, the Department may, with the approval of the Treasury Board, use the excess revenue to fund additional expenses on the program. Schedule 2 discloses information on the Department's dedicated revenue initiatives.

**Expenses**

Directly Incurred

Directly incurred expenses are those costs the Department has primary responsibility and accountability for, as reflected in the Government's budget documents.

In addition to program operating expenses such as salaries, supplies, etc., directly incurred expenses also include:

- amortization of tangible capital assets;
- pension costs which comprise the cost of employer contributions for current service of employees during the year; and

## Note 2 Summary of Significant Accounting Policies and Reporting Practices (continued)

### (b) Basis of Financial Reporting (continued)

- valuation adjustments which include changes in the valuation allowances used to reflect financial assets at their net recoverable or other appropriate value. Valuation adjustments also represent the change in management's estimate of future payments arising from obligations relating to vacation pay and environmental obligations.

Grants are recorded as expenses when authorized and when all eligibility criteria have been satisfied.

Incurred by Others

Services contributed by other entities in support of the Department operations are disclosed in Schedule 8.

**Assets**

Financial assets of the Department are limited to financial claims, such as advances to and receivables from other organizations, employees and other individuals.

Assets acquired by right are not included. Tangible capital assets of the Department are recorded at historical cost and are amortized on a straight-line basis over the estimated useful lives of the assets. The threshold for capitalizing new systems development is $100,000 and the threshold for all other tangible capital assets is $5,000. All land is capitalized.

Donated tangible capital assets are recorded at their fair value at the time of contribution.

When physical assets (tangible capital assets and inventories) are gifted or sold for a nominal sum, the fair values of these physical assets less any nominal proceeds are recorded as grants in kind.

**Liabilities**

Liabilities are recorded to the extent that they represent present obligations as a result of events and transactions occurring prior to the end of fiscal year. The settlement of liabilities will result in sacrifice of economic benefits in the future.

Environmental obligations are recorded as liabilities when there is little or no discretion to avoid settlement of the obligation and a reasonable estimate of the amount can be made.

## Note 2 Summary of Significant Accounting Policies and Reporting Practices (continued)

### (b) Basis of Financial Reporting (continued)

#### Net Assets

Net assets represent the difference between the carrying value of assets held by the Department and its liabilities.

#### Valuation of Financial Assets and Liabilities

Fair value is the amount of consideration agreed upon in an arm's length transaction between knowledgeable, willing parties who are under no compulsion to act.

The fair values of accounts receivable, and accounts payable and accrued liabilities are estimated to approximate their carrying values because of the short term nature of these instruments.

#### Measurement Uncertainty (in thousands)

Measurement uncertainty exists when there is a variance between the recognized or disclosed amount and another reasonably possible amount. Environmental obligations are included in accounts payable and accrued liabilities in the amount of $1,480 (2008 – $907) based on management's best estimates that reflect the most probable course of action. Increased construction costs, or other unanticipated changes may affect these estimates.

## Note 3 Government Reorganization/Program Transfers (in thousands)

The Department of Tourism, Parks and Recreation was established as a result of restructuring of government ministries announced on March 12, 2008. The Department of Tourism, Parks, Recreation and Culture was split into the Department of Tourism, Parks and Recreation and the Department of Culture and Community Spirit. Comparatives for 2008 have been restated as if the Department had always been assigned with its current responsibilities. Net assets on March 31, 2007 are made up as follows:

| | |
|---|---|
| Net Assets as previously reported | $ 249,191 |
| Transfer from the Department of Culture and Community Spirit | 16,344 |
| Transfer to the Department of Employment and Immigration | (250) |
| Net Assets at March 31, 2007 | $ 265,285 |

Based on an agreement between the Departments of Service Alberta and Tourism, Parks and Recreation, effective April 1, 2008, the Department of Tourism, Parks and Recreation transferred the budgetary responsibility for the functional reporting of information technology services to the Ministry of Service Alberta. This resulted in the restatement of comparative figures for 2008 which increased Net Operating Results by $1,099 and decreased Net Financing provided from General Revenues by $1,099.

## Note 4 Accounts Receivable (in thousands)

| | 2009 | | | 2008 |
|---|---|---|---|---|
| | Gross Amount | Allowance for Doubtful Accounts | Net Realizable Value | Net Realizable Value |
| Accounts Receivable | $ 398 | $ 101 | $ 297 | $ 270 |
| Advances | 14 | - | 14 | - |
| Refunds from Suppliers | - | - | - | 44 |
| | $ 412 | $ 101 | $ 311 | $ 314 |

Accounts receivable are unsecured and non-interest bearing.

**Department of Tourism, Parks and Recreation**
**Notes to the Financial Statements**
**Year ended March 31, 2009**

## Note 5 Contractual Obligations (in thousands)

| | 2009 | 2008 |
|---|---|---|
| Capital Construction Contracts | $ 4,821 | $ 8,756 |
| Grant Agreements | 535 | 7,125 |
| Long-term Leases | 266 | 1,028 |
| Service Contracts | 38,625 | 43,357 |
| | $ 44,247 | $ 60,266 |

The aggregate amounts payable for the unexpired terms of these contractual obligations are as follows:

| | Capital Construction Contracts | Grant Agreements | Long-term Leases | Service Contracts | Total |
|---|---|---|---|---|---|
| 2009 - 2010 | $ 4,821 | $ 285 | $ 133 | $ 34,081 | $ 39,320 |
| 2010 - 2011 | - | 250 | 133 | 1,369 | 1,752 |
| 2011 - 2012 | - | - | - | 1,240 | 1,240 |
| 2012 - 2013 | - | - | - | 915 | 915 |
| 2013 - 2014 | - | - | - | 755 | 755 |
| Thereafter | - | - | - | 265 | 265 |
| | $ 4,821 | $ 535 | $ 266 | $ 38,625 | $ 44,247 |

## Note 6 Contingent Liabilities (in thousands)

At March 31, 2009 the Department is a defendant in three legal claims (2008 - six legal claims). Two of these claims have specified amounts totalling $5,201 and the remaining one has no specified amount (2008 – five claims with specified amounts of $12,306 and one with no specified amount). These claims are covered by the Alberta Risk Management Fund.

The resulting loss, if any, from these claims cannot be determined.

## Note 7 Trust Funds Under Administration (in thousands)

The Department administers a trust fund that is a regulated fund consisting of public money over which the Legislature has no power of appropriation. Because the Province has no equity in the fund and administers it for the purposes of various trusts, they are not included in the Department's financial statements.

As at March 31, 2009, the department administered the following trust fund:

| | 2009 | 2008 |
|---|---|---|
| Parks General Trust and Performance Deposits | $ 795 | $ 594 |

In addition to the above trust fund under administration, the Department holds bank guarantees in the form of letters of credit in the amount of $40,827 (2008 – $26,378).

## Note 8 Defined Benefit Plans (in thousands)

The Department participates in the multi-employer Management Employees Pension Plan and Public Service Pension Plan. The Department also participates in the multi-employer Supplementary Retirement Plan for Public Service Managers. The expense for these pension plans is equivalent to the annual contributions of $2,868 for the year ended March 31, 2009 (2008 – $2,545).

At December 31, 2008, the Management Employees Pension Plan reported a deficiency of $568,574 (2007 – $84,341) and the Public Service Pension Plan reported a deficiency of $1,187,538 (2007 – $92,509 as restated). At December 31, 2008, the Supplementary Retirement Plan for Public Service Managers had a surplus of $7,111 (2007 – surplus of $1,510).

The Department also participates in two multi-employer Long Term Disability Income Continuance Plans. At March 31, 2009, the Bargaining Unit Plan reported an actuarial deficiency of $33,540 (2008 – $6,319) and the Management, Opted Out and Excluded Plan an actuarial deficiency of $1,051 (2008 – actuarial surplus of $7,874). The expense for these two plans is limited to the employer's annual contributions for the year.

**Department of Tourism, Parks and Recreation**
**Notes to the Financial Statements**
**Year ended March 31, 2009**

## Note 9 Other Business Relationships (in thousands)

The Department has two agreements with Travel Alberta International Inc. (TAI), a not-for-profit Corporation jointly owned by Edmonton Economic Development Corporation and Tourism Calgary - Calgary Convention & Visitors Bureau, to carry out international tourism marketing on behalf of the Department. The primary agreement, which expires March 31, 2010, provides for international marketing services worldwide. A secondary agreement, which expired March 31, 2009, focused on the development and implementation of tourism marketing programs and activities in the US Meetings, Conventions & Incentive Travel (MCIT) market. The nature of these arrangements is such that the Department exercises significant influence over the strategic operating, capital, investing and financing activities of TAI. During the year, the Department acquired tourism marketing services totalling $27,086 (2008 – $24,539) from TAI, of which $1,120 (2008 – $2,397) was payable to TAI as at March 31, 2009. These amounts are included in the Department's financial statements under the element 2.0.9 International Marketing (Schedule 5).

## Note 10 Subsequent Events

Travel Alberta was established by the *Travel Alberta Act* enacted on the June 3, 2008. Travel Alberta will commence operations on April 1, 2009. The department will transfer the agreed upon Tourism Marketing and Travel Alberta programs to the corporation along with the associated budgets, operating expenses, assets, liabilities and net assets.

## Note 11 Comparative Figures

Certain 2008 figures have been reclassified to conform to the 2009 presentation.

## Note 12 Approval of Financial Statements

The financial statements were approved by the Senior Financial Officer and the Deputy Minister.

**Department of Tourism, Parks and Recreation**
**Schedule to the Financial Statements - Schedule 1**
**Revenues**
**For the year ended March 31, 2009**
**(in thousands)**

| | 2009 | | 2008 |
|---|---|---|---|
| | Budget | Actual | Actual |
| Internal Government Transfers | | | |
| Transfers from the Lottery Fund | $ 95,470 | $ 95,470 | $ 113,970 |
| Transfers from the Government of Canada | 15 | 3 | 2 |
| Investment Income | | | |
| Interest | - | 18 | - |
| Premiums, Fees and Licences | | | |
| Camping Fees | 6,098 | 5,502 | 4,527 |
| Land and Grazing | 893 | 954 | 752 |
| Other | - | 678 | 1,203 |
| | 6,991 | 7,134 | 6,482 |
| Other Revenue | | | |
| Miscellaneous | 2,172 | 2,440 | 1,963 |
| Refunds of Expenses | 420 | 394 | 311 |
| Sales | - | 77 | 64 |
| | 2,592 | 2,911 | 2,338 |
| | $ 105,068 | $ 105,536 | $ 122,792 |

**Department of Tourism, Parks and Recreation**
**Schedule to the Financial Statements - Schedule 2**
**Dedicated Revenue Initiatives**
**For the year ended March 31, 2009**
**(in thousands)**

| | 2009 | | |
|---|---|---|---|
| | Authorized Dedicated Revenues | Actual Dedicated Revenues[a] | Excess |
| Park Operations[b] | $ 8,023 | $ 8,233 | $ 210 |
| Parks Infrastructure Management[c] | 1,155 | 1,251 | 96 |
| | $ 9,178 | $ 9,484 | $ 306 |

(a) Revenues from dedicated revenue initiatives are included in the Department's revenues in the Statement of Operations and Schedule 1.
(b) Parks collects various fees and other revenues that are used to partially offset the cost of providing services. These include fees for the use of campgrounds, park facilities and lands, heritage appreciation services (e.g. interpretive bus tours), as well as contributions, sponsorships, donations, grants and payments by corporations, private sector, foundations, individuals, and others.
(c) Parks collects a levy for facility redevelopment.

**Department of Tourism, Parks and Recreation**
**Schedule to the Financial Statements - Schedule 3**
**Expenses – Directly Incurred Detailed By Object**
**For the year ended March 31, 2009**
**(in thousands)**

| | 2009 | | 2008 |
|---|---|---|---|
| | Budget | Actual | Actual Restated (Note 3) |
| Voted | | | |
| Salaries, Wages and Employee Benefits | $ 48,923 | $ 45,071 | $ 41,209 |
| Supplies and Services | 80,806 | 77,138 | 69,262 |
| Supplies and Services from Support Service Arrangements with Related Parties[a] | - | 1,422 | 72 |
| Grants | 105,795 | 104,000 | 124,960 |
| Financial Transactions and Other | 93 | 102 | 78 |
| Amortization of Tangible Capital Assets | 12,817 | 11,204 | 10,534 |
| Total Voted Expenses before Recoveries | 248,434 | 238,937 | 246,115 |
| Less Recovery from Support Service Arrangements with Related Parties[b] | (3,695) | (2,665) | (2,271) |
| | $ 244,739 | $ 236,272 | $ 243,844 |
| Statutory | | | |
| Valuation Adjustments | | | |
| Provision for Doubtful Accounts | $ - | $ 7 | $ 8 |
| Provision for Environmental Obligations | - | 1,073 | 608 |
| Provision for Vacation Pay and Banked Overtime | 110 | 423 | 394 |
| | $ 110 | $ 1,503 | $ 1,010 |

[a] The Department received Freedom of Information and Privacy (FOIP) service from the Department of Finance and Enterprise; and revenue services from the Department of Energy.

[b] The Department provided financial and administrative services to the Alberta Sport, Recreation, Parks and Wildlife Foundation of the Ministry of Tourism, Parks and Recreation. Costs incurred by the Department for these services were recovered from the Alberta Sport, Recreation, Parks and Wildlife Foundation.

**Department of Tourism, Parks and Recreation**
**Schedule to the Financial Statements - Schedule 4**
**Budget**
**For the year ended March 31, 2009**
**(in thousands)**

| | 2008-09 Estimates | Adjustment | 2008-09 Budget | Authorized Supplementary | 2008-09 Authorized Budget |
|---|---|---|---|---|---|
| Revenues | | | | | |
| Internal Government Transfers | $ 95,470 | - | $ 95,470 | $ - | $ 95,470 |
| Transfers from the Government of Canada | 15 | - | 15 | - | 15 |
| Premiums, Fees and Licences | 6,991 | - | 6,991 | - | 6,991 |
| Other Revenue | 2,592 | - | 2,592 | - | 2,952 |
| | 105,068 | - | 105,068 | - | 105,068 |
| Expenses – Directly Incurred | | | | | |
| Voted Expenses | | | | | |
| Ministry Support Services | 7,628 | - | 7,628 | - | 7,628 |
| Tourism | 66,229 | - | 66,229 | - | 66,229 |
| Parks | 122,685 | - | 122,685 | (3,425) [a] | 119,260 |
| Recreation and Sport | 48,197 | - | 48,197 | 300 [b] | 48,497 |
| | 244,739 | - | 244,739 | (3,125) | 241,614 |
| Statutory Expenses | | | | | |
| Valuation adjustments | | | | | |
| Provision for Doubtful Accounts | - | - | - | - | - |
| Provision for Environmental Obligations | - | - | - | - | - |
| Provision for Vacation Pay and Banked Overtime | 110 | - | 110 | - | 110 |
| | 110 | - | 110 | - | 110 |
| Gain (Loss) on Disposal of Tangible Capital Assets | 2,300 | - | 2,300 | - | 2,300 |
| Net Operating Results | $ (137,481) | $ - | $ (137,481) | $ 3,125 | $ (134,356) |
| Equipment/Inventory Purchases | $ 1,543 | $ - | $ 1,543 | $ - | $ 1,543 |
| Capital Investment | $ 34,136 | $ - | $ 34,136 | $ 4,072 [c] | $ 38,208 |

[a] As part of Treasury Board third quarter decisions February 9, 2009, Treasury Board acknowledged the lapse of $2,500 in nominal sum disposals, and acknowledged the lapse of $925 in amortization expense.
[b] A supplementary estimate of $300 was approved for the Community Development Trust and transferred from Finance and Enterprise December 4, 2008.
[c] A supplementary estimate of $4,072 was approved to carry forward from the 2007-08 capital investment budget on July 21, 2008.

**Department of Tourism, Parks and Recreation**
**Schedule to the Financial Statements - Schedule 5**
**Comparison of Expenses – Directly Incurred, Equipment/Inventory Purchases and Capital Investment, Statutory Expenses, and Non-Budgetary Disbursements by Element to Authorized Budget**
**For the year ended March 31, 2009**
**(in thousands)**

| | | 2008-09 Estimates | Adjustments | 2008-09 Budget | 2008-09 Authorized Supplementary[a] | 2008-09 Authorized Budget | 2008-09 Actual[b] | Unexpended (Over Expended) |
|---|---|---|---|---|---|---|---|---|
| Voted Expense and Equipment/Inventory Purchases and Capital Investment | | | | | | | | |
| 1 | Ministry Support Services | | | | | | | |
| 1.0.1 | Minister's Office | $ 549 | $ - | $ 549 | $ - | $ 549 | $ 528 | $ 21 |
| 1.0.2 | Deputy Minister's Office | 713 | - | 713 | - | 713 | 696 | 17 |
| 1.0.3 | Strategic Corporate Services | 3,811 | - | 3,811 | - | 3,811 | 3,164 | 647 |
| 1.0.4 | Corporate Costs | | | | | | | |
| | - Expense | 1,310 | - | 1,310 | - | 1,310 | 1,429 | (119) |
| | - Equipment/Inventory Purchases | 45 | - | 45 | - | 45 | 393 | (348) |
| 1.0.5 | Communications | 419 | - | 419 | - | 419 | 360 | 59 |
| 1.0.6 | Human Resources | 826 | - | 826 | - | 826 | 750 | 76 |
| | | 7,673 | - | 7,673 | - | 7,673 | 7,320 | 353 |
| 2 | Tourism | | | | | | | |
| 2.0.1 | Program Support | 550 | - | 550 | - | 550 | 516 | 34 |
| 2.0.2 | Tourism Information Services | | | | | | | |
| | -Expense | 2,978 | - | 2,978 | - | 2,978 | 2,429 | 549 |
| | -Equipment/Inventory Purchases | 300 | - | 300 | - | 300 | 349 | (49) |
| | -Capital Investment | 700 | - | 700 | - | 700 | - | 700 |
| 2.0.3 | Tourism Development | | | | | | | |
| | -Expense | 3,984 | - | 3,984 | - | 3,984 | 2,658 | 1,326 |
| | -Equipment/Inventory Purchases | - | - | - | - | - | 2,195 | (2,195) |
| 2.0.4 | Tourism Research | 1,225 | - | 1,225 | - | 1,225 | 1,055 | 170 |
| 2.0.5 | Tourism Photo and Video Library | 686 | - | 686 | - | 686 | 551 | 135 |
| 2.0.6 | Tourism Business Investment | 720 | - | 720 | - | 720 | 690 | 30 |
| 2.0.7 | Travel Alberta Secretariat | | | | | | | |
| | -Expense | 9,514 | - | 9,514 | - | 9,514 | 9,696 | (182) |
| | -Equipment/Inventory Purchases | - | - | - | - | - | 45 | (45) |
| 2.0.8 | In-Province/ Regional Marketing | 11,311 | - | 11,311 | - | 11,311 | 11,254 | 57 |
| 2.0.9 | International Marketing | 28,166 | - | 28,166 | - | 28,166 | 28,320 | (154) |
| 2.0.10 | Tourism Destination Regions | 7,095 | - | 7,095 | - | 7,095 | 6,775 | 320 |
| | | 67,229 | - | 67,229 | - | 67,229 | 66,533 | 696 |

**Department of Tourism, Parks and Recreation**
**Schedule to the Financial Statements - Schedule 5 (continued)**
**Comparison of Expenses – Directly Incurred, Equipment/Inventory Purchases and Capital Investment, Statutory Expenses, and Non-Budgetary Disbursements by Element to Authorized Budget**
**For the year ended March 31, 2009**
**(in thousands)**

| | | 2008-2009 Estimates | Adjustments | 2008-2009 Budget | 2008-2009 Authorized Supplementary[a] | | 2008-2009 Authorized Budget | 2008-2009 Actual[b] | Unexpended (Over Expended) |
|---|---|---|---|---|---|---|---|---|---|
| 3 | Parks | | | | | | | | |
| 3.0.1 | Program Support | 465 | - | 465 | - | | 465 | 474 | (9) |
| 3.0.2 | Parks Policy and Planning | 5,262 | - | 5,262 | - | | 5,262 | 5,091 | 171 |
| 3.0.3 | Parks Operations | | | | | | | | |
| | -Expense | 41,464 | - | 41,464 | - | | 41,464 | 40,839 | 625 |
| | -Equipment/Inventory Purchases | 220 | - | 220 | - | | 220 | 2,070 | (1,850) |
| 3.0.4 | Parks Infrastructure Management | | | | | | | | |
| | -Expense | 10,243 | - | 10,243 | - | | 10,243 | 9,878 | 365 |
| | -Equipment/Inventory Purchases | 978 | - | 978 | - | | 978 | 896 | 82 |
| | -Capital Investment | 33,436 | - | 33,436 | 4,072 | [e] | 37,508 | 38,197 | (689) |
| 3.0.5 | Support for Capital Region River Valley Park | | | | | | | | |
| | -Expense funded by Lotteries | 50,000 | - | 50,000 | - | | 50,000 | 50,000 | - |
| 3.0.6 | Nominal Sum Disposals | 2,500 | - | 2,500 | (2,500) | [c] | - | - | - |
| 3.0.7 | Amortization | 12,751 | - | 12,751 | (925) | [c] | 11,826 | 11,047 | 779 |
| | | 157,319 | - | 157,319 | 647 | | 157,966 | 158,492 | (526) |
| 4 | Recreation and Sport | | | | | | | | |
| 4.0.1 | Program Support | | | | | | | | |
| | -Expense | 496 | - | 496 | - | | 496 | 868 | (372) |
| | -Equipment/Inventory Purchases | - | - | - | - | | - | 58 | (58) |
| 4.0.2 | Recreation and Sports Services | 2,231 | - | 2,231 | 300 | [d] | 2,531 | 1,735 | 796 |
| 4.0.3 | Recreation and Sport Facilities Grants | | | | | | | | |
| | -Expense funded by Lotteries | 20,000 | - | 20,000 | - | | 20,000 | 20,000 | - |
| 4.0.5 | Hosting Major Athletic Events | | | | | | | | |
| | -Expense funded by Lotteries | 500 | - | 500 | - | | 500 | 500 | - |
| 4.0.6 | Assistance to the Alberta Sport, Recreation, Parks and Wildlife Foundation | | | | | | | | |
| | Expense funded by Lotteries | 24,970 | - | 24,970 | - | | 24,970 | 24,970 | - |
| | | 48,197 | - | 48,197 | 300 | | 48,497 | 48,131 | 366 |
| Dedicated Revenue Shortfall (Schedule 2) | | | - | - | - | | - | - | - |
| Total Voted Expenses | | $ 280,418 | $ - | $ 280,418 | $ 947 | | $ 281,365 | $ 280,476 | $ 889 |

**Department of Tourism, Parks and Recreation**
**Schedule to the Financial Statements - Schedule 5 (continued)**
**Comparison of Expenses – Directly Incurred, Equipment/Inventory Purchases and Capital Investment, Statutory Expenses, and Non-Budgetary Disbursements by Element to Authorized Budget**
**For the year ended March 31, 2009**
**(in thousands)**

| | 2008-2009 Estimates | Adjustments | 2008-2009 Budget | 2008-2009 Authorized Supplementary[a] | 2008-2009 Authorized Budget | 2008-2009 Actual[b] | Unexpended (Over Expended) |
|---|---|---|---|---|---|---|---|
| Expense | $ 149,269 | $ - | $ 149,269 | $ (3,125) | $ 146,144 | $ 140,802 | $ 5,342 |
| Expense funded by Lotteries | 95,470 | - | 95,470 | - | 95,470 | 95,470 | - |
| Equipment/Inventory Purchases | 1,543 | - | 1,543 | - | 1,543 | 6,007 | (4,464) |
| | 246,282 | - | 246,282 | (3,125) | 243,157 | 242,279 | 878 |
| Capital Investment | 34,136 | - | 34,136 | 4,072 | 38,208 | 38,197 | 11 |
| Total Voted Expenses | $ 280,418 | $ - | $ 280,418 | $ 947 | $ 281,365 | $ 280,476 | $ 889 |
| Statutory Expenses | | | | | | | |
| Valuation Adjustments | | | | | | | |
| – Doubtful Accounts | $ - | $ - | $ - | $ - | $ - | $ 7 | $ (7) |
| – Environmental Obligations | - | - | - | - | - | 1,073 | (1,073) |
| – Vacation Pay and Banked Overtime | 110 | - | 110 | - | 110 | 423 | (313) |
| | $ 110 | $ - | $ 110 | $ - | $ - | $ 1,503 | $ (1,393) |
| Non-Budgetary Disbursements | | | | | | | |
| 2 Parks | | | | | | | |
| 2.0.4 Parks Infrastructure Management | $ 500 | $ - | $ 500 | $ - | $ 500 | $ 500 | $ - |
| | $ 500 | $ - | $ 500 | $ - | $ 500 | $ 500 | $ - |

[a] Treasury Board approval is pursuant to section 24(2) of the *Financial Administration Act* (for net budgeted initiatives).
[b] Includes achievement bonuses amounting to $721.
[c] On February 9, 2009, Treasury Board acknowledged the lapse of $2,500 in nominal sum disposals, and acknowledged the lapse of $925 in amortization expense.
[d] A supplementary estimate of $300 was approved on December 4, 2008 that transferred Community Development Trust funding to the department from Finance and Enterprise.
[e] A supplementary estimate of $4,072 was approved on July 21, 2008 for a capital carry forward from the 2007-08 unused appropriation.

**Department of Tourism, Parks and Recreation**
**Schedule to the Financial Statements - Schedule 6**
**Salary and Benefits Disclosure**
**For the year ended March 31, 2009**
**(in thousands)**

| | 2009 | | | | 2008 |
|---|---|---|---|---|---|
| | Base Salary[a] | Other Cash Benefits[b] | Other Non-cash Benefits[c] | Total | Total |
| Senior Officials | | | | | |
| Deputy Minister [d] | $ 254 | $ 43 | $ 62 | $ 359 | $ 325 |
| Executives | | | | | |
| Assistant Deputy Minister, Tourism Division | 178 | 5 | 42 | 225 | 225 |
| Assistant Deputy Minister, Parks Division[e] | 135 | 27 | 33 | 195 | 241 |
| Executive Director, Recreation and Sport Division | 133 | 13 | 33 | 179 | 161 |
| Executive Director, Human Resources [f] [k] | 121 | 17 | 30 | 168 | 184 |
| Executive Director, Travel Alberta [g] | 63 | - | 22 | 85 | 171 |
| Executive Director, Policy, Planning and Legislative Services [f] [j] | 143 | 21 | 35 | 199 | - |
| Executive Director, Information Management and Technology [f] [j] | 146 | 14 | 36 | 196 | - |
| Executive Director, 2010 Olympics and Paralympics[i][j] | 122 | 19 | 8 | 149 | - |
| Executive Director, Financial Services [h] [j] | 98 | 14 | 24 | 136 | - |

Prepared in accordance with Treasury Board Directive 12/98 as amended.
Total salary and benefits relating to a position are disclosed.

(a) Base salary includes pensionable base pay.
(b) Other cash benefits include bonuses, vacation payments, overtime and lump sum payments.
(c) Other non-cash benefits include the government's share of all employee benefits and contributions or payments made on behalf of employees including pension and supplementary retirement plan, health care, dental coverage, group life insurance, short and long term disability plans, professional memberships and tuition fees.
(d) Automobile provided, no dollar amount included in non-cash benefits.
(e) Salary and benefits for this position are disclosed for 9 months.
(f) The incumbent's services are shared with the Department of Culture and Community Spirit which contributes its own share of the cost of salary and benefits. Full salary and benefits are disclosed in this Schedule.
(g) The contract for this position was completed in September 2008.
(i) Salary and benefits for this position are disclosed for 10 months.
(h) This position was occupied by two individuals through the year. One of the incumbent's services were shared with the Department of Culture and Community Spirit for 3 months.
(j) This position became part of the Executive Team on April 1, 2008.
(k) This position was occupied by two individuals and salary and benefits are disclosed for ten months.

**Department of Tourism, Parks and Recreation**
**Schedule to the Financial Statements - Schedule 7**
**Related Party Transactions**
**For the year ended March 31, 2009**
**(in thousands)**

Related parties are those entities consolidated or accounted for on the modified equity basis in the Province of Alberta's financial statements. Related parties also include management in the Department.

The Department and its employees paid or collected certain taxes and fees set by regulation for permits, licences and other charges. These amounts were incurred in the normal course of business, reflect charges applicable to all users, and have been excluded from this Schedule.

The Department had the following transactions with related parties recorded on the Statement of Operations and the Statement of Financial Position at the amount of consideration agreed upon between the related parties:

| | Entities in the Ministry | | Other Entities | |
|---|---|---|---|---|
| | 2009 | 2008 | 2009 | 2008 Restated (Note 2 and Note 3) |
| Revenues | | | | |
| Internal Government Transfers | $ - | $ - | $ 95,470 | $ 113,970 |
| Expenses – Directly Incurred | | | | |
| Grants | $ 24,970 | $ 23,470 | $ - | $ - |
| Other Services | - | - | 2,996 | 841 |
| | $ 24,970 | $ 23,470 | $ 2,996 | $ 841 |
| Accounts Receivable | $ 4 | $ 3 | $ - | $ - |
| Tangible Capital Assets Transferred From Others | $ - | $ - | $ 170 | $ 5,404 |
| Accounts Payable | $ - | $ 6 | $ - | $ - |

The above transactions do not include support service arrangement transactions disclosed in Schedule 3.

## Schedule to the Financial Statements - Schedule 7 (continued)

The Department also had the following transactions with related parties for which no consideration was exchanged. The amounts for these related party transactions are estimated based on the costs incurred by the service provider to provide the service. These amounts are not recorded in the financial statements but are disclosed in Schedule 8.

| | Entities in the Ministry | | Other Entities | |
|---|---|---|---|---|
| | 2009 | 2008 | 2009 | 2008 |
| Recoveries | | | | |
| Services Provided | $ 2,635 | $ 2,245 | $ - | $ - |
| Expenses – Incurred by Others | | | | |
| Accommodation | $ - | $ - | $ 4,197 | $ 4,840 |
| Internal Audit | - | - | - | 61 |
| Legal | - | - | 344 | 340 |
| Other | - | - | 2,703 | 1,099 |
| Parks Maintenance | - | - | 1,940 | 1,573 |
| | $ - | $ - | $ 9,184 | $ 7,913 |

**Department of Tourism, Parks and Recreation**
**Schedule to the Financial Statements - Schedule 8**
**Allocated Costs**
**For the year ended March 31, 2009**
**(in thousands)**

| | 2009 | | | | | | | | | | 2008 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Expenses – Incurred by Others | | | | | Valuation Adjustments[g] | | | | |
| Program | Expenses [a] | Services Provided[b] | Accommodation Costs [c] | Legal Services[d] | Other Services[e] | Park Maintenance[f] | Provision for Doubtful Accounts | Provision for Environmental Obligations | Provision for Vacation Pay and Banked Overtime | Total Expenses | Total Expenses Restated (Note 3) |
| Ministry Support Services | $ 6,927 | $ (135) | $ 401 | $ 37 | $ 291 | $ - | $ - | $ - | $ 28 | $ 7,549 | $ 6,756 |
| Tourism | 63,944 | - | 1,138 | 123 | 274 | - | - | - | 45 | 65,524 | 58,520 |
| Parks | 117,328 | - | 2,560 | 167 | 1,934 | 1,940 | 7 | 1,073 | 317 | 125,326 | 69,519 |
| Recreation and Sport | 48,073 | (2,500) | 98 | 17 | 204 | - | - | - | 33 | 45,925 | 117,782 |
| | $ 236,272 | $ (2,635) | $ 4,197 | $ 344 | $ 2,703 | $ 1,940 | $ 7 | $ 1,073 | $ 423 | $ 244,324 | $ 252,577 |

[a] Expenses – Directly Incurred as per Statement of Operations, excluding valuation adjustments.
[b] Financial and administrative services are provided to the Alberta Sport, Recreation, Parks and Wildlife Foundation.
[c] Costs shown for Accommodation (includes grants in lieu of taxes) on Schedule 7, allocated by square footage.
[d] Costs shown for Legal Services on Schedule 7, allocated by estimated costs incurred by each program.
[e] Costs shown for Other Services on Schedule 7, allocated by estimated costs incurred by each program.
[f] The Department of Infrastructure and Transportation provided road and bridge maintenance to Parks. Costs shown for Parks Maintenance on Schedule 7, allocated to the program.
[g] Valuation Adjustments as per Statement of Operations. Environmental Obligations, Vacation Pay and Banked Overtime, and Doubtful Accounts provision included in Valuation adjustments were allocated as follows:
- Provision for Doubtful Accounts Provision – allocated to the program.
- Provision for Environmental Obligations – allocated to the program.
- Provision for Vacation Pay and Banked Overtime – allocated to the program by employee.

**Department of Tourism, Parks and Recreation**
**Schedule to the Financial Statements - Schedule 9**
**Tangible Capital Assets**
**For the year ended March 31, 2009**
**(in thousands)**

| | 2009 | | | | | | | | | 2008 |
|---|---|---|---|---|---|---|---|---|---|---|
| | General Capital Assets | | | | | Infrastructure Assets | | | | |
| | Land | Buildings | Computer Hardware and Software | Equipment[a] | Other | Bridges | Highways and Roads | Land Improvements | Total | Total |
| | Restated (Note 3) | | | | | | | | | Restated (Note 3) |
| Estimated Useful Life | Indefinite | 20-40 years | 5-8 years | 3-10 years | 20 years | 40 years | 40 years | 40 years | | |
| Historical Cost [b] | | | | | | | | | | |
| Beginning of Year | $ 106,985 | $ 168,492 | $ 1,999 | $ 27,949 | $ 16,128 | $ 3,013 | $ 54,341 | $ 176,666 | $ 555,573 | $ 502,073 |
| Additions | - | 15,066 | 7,101 | 4,230 | 282 | 77 | 7,457 | 9,990 | 44,203 | 49,879 |
| Disposals, Including Write-Downs | - | (1,142) | (20) | (1,875) | (13) | - | - | - | (3,050) | (1,783) |
| Transfers to (from) Ministry | - | - | 202 | (32) | - | - | - | - | 170 | 5,404 |
| | $ 106,985 | $ 182,416 | $ 9,282 | $ 30,272 | $ 16,397 | $ 3,090 | $ 61,798 | $ 186,656 | $ 596,896 | $ 555,573 |
| Accumulated Amortization | | | | | | | | | | |
| Beginning of Year | $ - | $ 71,034 | $ 1,249 | $ 12,993 | $ 15,873 | $ 914 | $ 35,450 | $ 84,891 | $ 222,404 | $ 213,269 |
| Amortization Expense | - | 3,971 | 163 | 1,299 | 55 | 44 | 1,602 | 4,070 | 11,204 | 10,534 |
| Effect of Disposals | - | (815) | (20) | (1,861) | (1) | - | - | - | (2,697) | (1,399) |
| Effect of Transfer to (from) Ministry | - | - | - | (9) | - | - | - | - | (9) | - |
| | $ - | $ 74,190 | $ 1,392 | $ 12,422 | $ 15,927 | $ 958 | $ 37,052 | $ 88,961 | $ 230,902 | $ 222,404 |
| Net Book Value at March 31, 2009 | $ 106,985 | $ 108,226 | $ 7,890 | $ 17,850 | $ 470 | $ 2,132 | $ 24,746 | $ 97,695 | $ 365,994 | |
| Net Book Value at March 31, 2008 | $ 106,985 | $ 97,458 | $ 750 | $ 14,956 | $ 255 | $ 2,098 | $ 18,891 | $ 91,776 | | $ 333,169 |

(a) Equipment includes network switches and routers, vehicles, heavy equipment, fire protection equipment, office equipment and furniture, and other equipment.

(b) Historical cost includes work-in-progress at March 31, 2009 totaling $63,750 (2008 - $61,615) comprised of: buildings $31,311 (2008 - $31,783); computer hardware and software $6,846 (2008 - $138); equipment $1,788 (2008 - $ 8,214); other Nil (2008 – $191); land improvements $20,531 (2008 - $19,371); highways $3,258 (2008 – $1,823) and bridges $16 (2008 - $95).

# Alberta Sport, Recreation, Parks and Wildlife Foundation

Financial Statements

March 31, 2009

**Alberta Sport, Recreation, Parks and Wildlife Foundation**
**Financial Statements**
**March 31, 2009**


Auditor's Report

Statement of Operations

Statement of Financial Position

Statement of Cash Flows

Notes to the Financial Statements

Schedule 1 – Revenues

Schedule 2 – Expenses – Directly Incurred Detailed by Object

Schedule 3 – Related Party Transactions

Schedule 4 – Allocated Costs

Schedule 5 – Tangible Capital Assets

AUDITOR GENERAL *Alberta*

## Auditor's Report

To the Members of the Alberta Sport, Recreation, Parks and Wildlife Foundation and the Minister of Tourism, Parks and Recreation

I have audited the statement of financial position of the Alberta Sport, Recreation, Parks and Wildlife Foundation as at March 31, 2009 and the statements of operations and cash flows for the year then ended. These financial statements are the responsibility of the Foundation's management. My responsibility is to express an opinion on these financial statements based on my audit.

I conducted my audit in accordance with Canadian generally accepted auditing standards. Those standards require that I plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In my opinion, these financial statements present fairly, in all material respects, the financial position of the Foundation as at March 31, 2009 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

Original Signed by Fred J. Dunn, FCA
Auditor General

Edmonton, Alberta
June 1, 2009

The official version of this Report of the Auditor General and the information the Report covers, is in print form.

## Alberta Sport, Recreation, Parks and Wildlife Foundation
## Statement of Operations
## For the year ended March 31, 2009
## (in thousands)

| | 2009 | | | | | 2008 |
|---|---|---|---|---|---|---|
| | Budget | Unrestricted Fund | Restricted Fund | Endowment Restricted Fund | Total Actual | Total Actual Restated (Note 3) |
| **Revenues (Schedule 1)** | | | | | | |
| Internal Government Transfers | $ 25,120 | $ 25,120 | $ - | $ - | $ 25,120 | $ 23,618 |
| Transfers from the Government of Canada | 478 | 538 | - | - | 538 | 478 |
| Investment Income | 476 | 386 | 131 | - | 517 | 591 |
| Premiums, Fees and Licences | 90 | 202 | - | - | 202 | 216 |
| Other Revenue | 2,106 | 1,057 | 233 | - | 1,290 | 944 |
| | 28,270 | 27,303 | 364 | - | 27,667 | 25,847 |
| **Expenses – Directly Incurred (Note 2(b) and Schedules 2 and 4)** | | | | | | |
| Provincial Programs | 17,767 | 17,143 | 70 | - | 17,213 | 16,680 |
| Alberta and Interprovincial Games | 3,409 | 3,832 | 148 | - | 3,980 | 3,688 |
| Active Lifestyles | 1,930 | 2,105 | - | - | 2,105 | 2,047 |
| High Performance Athlete Assistance | 1,500 | 993 | - | - | 993 | - |
| Municipal Recreation / Tourism Areas | 1,493 | 1,474 | - | - | 1,474 | 1,494 |
| Provincial and Regional Development | 743 | 754 | - | - | 754 | 667 |
| Percy Page Centre (Note 9) | 478 | 347 | - | - | 347 | 329 |
| Parks and Wildlife Ventures | 450 | 211 | 21 | - | 232 | 324 |
| Other Initiatives | 105 | 32 | 22 | - | 54 | 125 |
| Administration | 403 | 403 | 6 | - | 409 | 368 |
| | 28,278 | 27,294 | 267 | - | 27,561 | 25,722 |
| **Net Operating Results** | $ (8) | 9 | 97 | - | 106 | 125 |
| **Fund Balances at Beginning of Year** | | 302 | 4,109 | 426 | 4,837 | 4,712 |
| **Fund Balances at End of Year** | | $ 311 | $ 4,206 | $ 426 | $ 4,943 | $ 4,837 |

The accompanying notes and schedules are part of these financial statements.

## Alberta Sport, Recreation, Parks and Wildlife Foundation
## Statement of Financial Position
## As at March 31, 2009
## (in thousands)

| | 2009 | 2008 Restated (Note 3) |
|---|---|---|
| **Assets** | | |
| Cash (Note 4) | $ 2,619 | $ 3,379 |
| Accounts Receivable (Note 5) | 850 | 266 |
| Prepaid Expenses and Inventory (Note 5) | 72 | 53 |
| | 3,541 | 3,698 |
| Restricted Cash (Note 7) | 426 | 426 |
| Tangible Capital Assets (Schedule 5) | 2,330 | 2,334 |
| | $ 6,297 | $ 6,458 |
| **Liabilities** | | |
| Accounts Payable and Accrued Liabilities | $ 1,354 | $ 1,621 |
| **Fund Balances** | | |
| Unrestricted | 311 | 302 |
| Endowment Restricted (Note 7) | 426 | 426 |
| Restricted (Note 8) | 4,206 | 4,109 |
| | 4,943 | 4,837 |
| | $ 6,297 | $ 6,458 |

The accompanying notes and schedules are part of these financial statements.

**Alberta Sport, Recreation, Parks and Wildlife Foundation**
**Statement of Cash Flows**
**For the year ended March 31, 2009**
**(in thousands)**

| | 2009 | 2008 Restated (Note 3) |
|---|---|---|
| **Operating Transactions** | | |
| Net Operating Results | $ 106 | $ 125 |
| Non-cash Items included in Net Operating Results | | |
| Amortization | 12 | 8 |
| | 118 | 133 |
| Increase in Accounts Receivable | (584) | (195) |
| (Increase) Decrease in Prepaid Expenses and Inventory | (19) | 14 |
| Increase (Decrease) in Accounts Payable and Accrued Liabilities | (267) | 1,151 |
| Increase (Decrease) in Unearned Revenue | - | (27) |
| Cash Provided by (Applied to) Operating Transactions | (752) | 1,076 |
| **Capital Transactions** | | |
| Acquisition of Tangible Capital Assets | (8) | (18) |
| **Increase (Decrease) in Cash** | (760) | 1,058 |
| **Cash, at Beginning of Year** | 3,805 | 2,747 |
| **Cash, at End of Year** | $ 3,045 | $ 3,805 |

The accompanying notes and schedules are part of these financial statements.

**Alberta Sport, Recreation, Parks and Wildlife Foundation**
**Notes to the Financial Statements**
**Year ended March 31, 2009**

## Note 1 Authority and Purpose

The Alberta Sport, Recreation, Parks and Wildlife Foundation (Foundation) operates under the authority of the *Alberta Sport, Recreation, Parks and Wildlife Foundation Act*, Chapter A-34, Revised Statutes of Alberta 2000.

The purpose of the Foundation is to support enhancement of sport, recreation, parks and wildlife programs for all Albertans.

The Foundation is a Crown agent of the Government of Alberta and as such has a tax exempt status.

## Note 2 Summary of Significant Accounting Policies and Reporting Practices

These financial statements are prepared in accordance with Canadian generally accepted accounting principles for the public sector as recommended by the Public Sector Accounting Board of the Canadian Institute of Chartered Accountants (PSAB).

### (a) Reporting Entity

The reporting entity is the Alberta Sport, Recreation, Parks and Wildlife Foundation, which is part of the Ministry of Tourism, Parks and Recreation (Ministry) and for which the Minister of Tourism, Parks and Recreation is accountable. The Ministry Annual Report provides a more comprehensive accounting of the financial position and results of the Ministry's operations for which the Minister are accountable.

### (b) Basis of Financial Reporting

### Fund Accounting

Transactions are grouped, for accounting and reporting purposes, into funds in accordance with specified activities or objectives. These funds are described as follows:

- operating fund accounts for revenues and expenses associated with the primary activities of the Foundation;
- restricted fund accounts for non-government contributions received for which donors have specified the purpose, restricted interest earned, related expenses incurred, and funds restricted by the Board of Directors; and

**Note 2 Summary of Significant Accounting Policies and Reporting Practices (continued)**

**(b) Basis of Financial Reporting (continued)**

**Fund Accounting (continued)**

- endowment fund accounts for contributions received under various agreements with sponsors and matching funds provided by the Foundation. Interest earned on the existing endowment funds can only be used to fund various sport programs, and are therefore recorded as part of the restricted fund. The principal must remain intact.

**Revenues**

All revenues are reported on the accrual basis of accounting. Cash received for which goods or services have not been provided by year end is recorded as unearned revenue.

Donations are recognized as revenues when they are received. Donations of materials and services that would otherwise have been purchased are recorded at fair value at the date of donation when fair value can reasonably be determined.

Internal Government Transfers

Internal government transfers are transfers between entities within the government reporting entity where the entity making the transfer does not receive any goods or services directly in return.

Transfers from Government of Canada

Transfers from Government of Canada are recognized as revenue when authorized by federal legislation or federal/provincial agreements, eligibility criteria if any are met and a reasonable estimate of the amounts can be made.

**Expenses**

Directly Incurred

Directly incurred expenses are those costs the Foundation has primary responsibility and accountability for, as reflected in the Government's budget documents.

Directly incurred expenses include amortization of tangible capital assets.

Grants are recorded as expenses when authorized and when all eligibility criteria have been satisfied.

**Note 2 Summary of Significant Accounting Policies and Reporting Practices (continued)**

**(b) Basis of Financial Reporting (continued)**

**Expenses (continued)**

Incurred by Others

Services contributed by other entities in support of the Foundation's operations are disclosed in Schedule 4.

**Assets**

Financial assets of the Foundation are limited to financial claims, such as advances to and receivables from other organizations and individuals, as well as inventories held for resale.

Inventories are valued at the lower of cost and net realizable value. Cost is determined on the first in, first out basis.

Assets acquired by right are not included. Tangible capital assets of the Foundation are recorded at historical cost and amortized on a straight-line basis over the estimated useful lives of the assets. The threshold for capitalizing new systems development is $100,000 and the threshold for all other tangible capital assets is $5,000. All land is capitalized.

Donated tangible capital assets are recorded at their fair value at the time of contribution.

Artworks are not recorded as assets. Purchases of artworks are expensed in the period in which the items are acquired. Donations of artworks are reported as revenue and expenses at their fair value when fair value can be determined. When fair value cannot be reasonably determined, these donations are recorded at nominal value.

**Liabilities**

Liabilities are recorded to the extent that they represent present obligations as a result of events and transactions occurring prior to the end of fiscal year. The settlement of liabilities will result in sacrifice of economic benefits in the future.

**Alberta Sport, Recreation, Parks and Wildlife Foundation**
**Notes to the Financial Statements**
**Year ended March 31, 2009**

**Note 2 Summary of Significant Accounting Policies and Reporting Practices (continued)**

**(b) Basis of Financial Reporting (continued)**

**Valuation of Financial Assets and Liabilities**

Fair value is the amount of consideration agreed upon in an arm's length transaction between knowledgeable, willing parties who are under no compulsion to act.

The fair values of accounts receivable, and accounts payable and accrued liabilities are estimated to approximate their carrying values because of the short-term nature of these instruments.

**Note 3 Restatement of Prior Year Fund Balance (in thousands)**

The Alberta Sport, Recreation, Parks and Wildlife Foundation received a contribution which was included in accounts receivable in the amount of $2,300 in the prior year. Through a legal review process the receivable amount was deemed a perpetual trust, in which the foundation is entitled to the investment income only. Comparatives for 2008 have been restated as if the Foundation was only in receipt of investment income. The Fund balance on March 31, 2008 is made up as follows:

| | |
|---|---|
| Fund Balance as previously reported | $ 7,101 |
| Transfer from Accounts Receivable | (2,300) |
| Transfer to Accounts Receivable Investment Income | 36 |
| Fund Balance at March 31, 2008 | $ 4,837 |

**Note 4 Cash and Restricted Cash (in thousands)**

Cash consists of deposits in the Consolidated Cash Investment Trust Fund (CCITF) of the Province of Alberta. The CCITF is managed with the objective of providing competitive interest income to depositors while maintaining appropriate security and liquidity of depositors' capital. The portfolio is comprised of high-quality short-term and mid-term fixed-income securities with a maximum term-to-maturity of three years. As at March 31, 2009, securities held by Fund have a time–weighted return of 3.0% per annum (2008 - 4.5% per annum).

Cash in the amount of $1,729 (2008 - $1,692) has been externally restricted and $146 (2008 - $143) has been internally restricted and is therefore not available to pay for operating expenses of the Foundation (Notes 7 and 8).

Due to the short-term nature of these deposits, the carrying value approximates fair value.

**Alberta Sport, Recreation, Parks and Wildlife Foundation**
**Notes to the Financial Statements**
**Year ended March 31, 2009**

## Note 5 Accounts Receivable, Prepaid Expenses and Inventory (in thousands)

| | 2009 | | | 2008 |
|---|---|---|---|---|
| | Gross Amount | Allowance for Doubtful Accounts | Net Realizable Value | Net Realizable Value Restated (Note 3) |
| Accounts Receivable | $ 850 | $ - | $ 850 | $ 266 |
| Inventory | 16 | - | 16 | 8 |
| Prepaid Expenses | 56 | - | 56 | 45 |
| | $ 922 | $ - | $ 922 | $ 319 |

Accounts receivable are unsecured and non-interest bearing.

## Note 6 Artworks (in thousands)

The Foundation has a collection of artworks consisting of 19 (2008 – 19) prints of the Waterfowl of North America Collection #1250 with an approximate value of $5 (2008 – $5). There were no artwork dispositions (2008 – Nil) or acquisitions (2008 – Nil) during the year.

## Note 7 Endowment Restricted Fund (in thousands)

| | 2009 | 2008 |
|---|---|---|
| Externally Restricted Contributions | $ 228 | $ 228 |
| Internally Restricted Matching Funds | 198 | 198 |
| | $ 426 | $ 426 |

**Alberta Sport, Recreation, Parks and Wildlife Foundation**
**Notes to the Financial Statements**
**Year ended March 31, 2009**

## Note 8 Restricted Fund (in thousands)

| | 2009 | 2008 Restated (Note 3) |
|---|---|---|
| Investment in Land and Buildings[a] | $ 2,232 | $ 2,238 |
| Externally Restricted Funds | 1,828 | 1,728 |
| Internally Restricted Funds | 146 | 143 |
| | $ 4,206 | $ 4,109 |

[a] The land and buildings are governed by restrictions that require the Foundation to use these assets for its programs.

## Note 9 Percy Page Centre

The Foundation operates the Percy Page Centre, Edmonton, to provide accommodation and office services to non-profit organizations. These organizations are charged for their use of office equipment, supplies and print shop facilities.

## Note 10 Honoraria (in thousands)

| | 2009 | | | 2008 |
|---|---|---|---|---|
| | Honoraria[a] | Benefits and Allowances[b] | Total | Total |
| Board[c] | | | | |
| Chair[d] | $ - | $ - | $ - | $ - |
| Other Members (10) | 61 | - | 61 | 59 |
| | $ 61 | $ - | $ 61 | $ 59 |

[a] The Foundation has no employees. Staff of the Department of Tourism, Parks and Recreation administer the Foundation. Disclosure of information on their salaries and benefits, a requirement under Treasury Board Directive 03/2004, is included in the financial statements of the Department of Tourism, Parks and Recreation.

[b] No benefits were provided to board members.

[c] Members appointed to the Foundation are paid honoraria for attending Foundation meetings at rates set by Ministerial Order. They are also paid for sub-committee meetings, to attend out-of-town meetings and for attending to other Foundation duties.

[d] The Chair did not receive honoraria or benefits and allowances at his request.

**Alberta Sport, Recreation, Parks and Wildlife Foundation**
**Notes to the Financial Statements**
**Year ended March 31, 2009**

## Note 11 Contractual Obligations (in thousands)

| | 2009 | 2008 |
|---|---|---|
| Grant Agreements | $ 320 | $ 2,971 |
| Long-term Leases | 272 | 326 |
| Service Contracts | 334 | 3 |
| | $ 926 | $ 3,300 |

The aggregate amounts payable for the unexpired terms of these contractual obligations are as follows:

| | Grant Agreements | Long-term Leases | Service Contracts | Total |
|---|---|---|---|---|
| 2009 - 2010 | $ 120 | $ 83 | $ 334 | $ 537 |
| 2010 - 2011 | 150 | 89 | - | 239 |
| 2011 - 2012 | 50 | 79 | - | 129 |
| 2012 - 2013 | - | 15 | - | 15 |
| 2013 - 2014 | - | 6 | - | 6 |
| | $ 320 | $ 272 | $ 334 | $ 926 |

## Note 12 Comparative Figures

Certain 2008 figures have been reclassified to conform to the 2009 presentation.

## Note 13 Approval of Financial Statements

The financial statements were approved by the Board of Directors.

## Alberta Sport, Recreation, Parks and Wildlife Foundation
## Schedule to Financial Statement – Schedule 1
## Revenues
## For the year ended March 31, 2009
## (in thousands)

| | 2009 | | | | | 2008 |
|---|---|---|---|---|---|---|
| | Budget | Unrestricted Fund | Restricted Fund | Endowment Restricted Fund | Total Actual | Total Actual Restated (Note 3) |
| Internal Government Transfers | | | | | | |
| Transfers from the Department of Tourism, Parks and Recreation | $ 24,970 | $ 24,970 | $ - | $ - | $ 24,970 | $ 23,470 |
| Transfers from the Alberta Foundation for the Arts | 150 | 150 | - | - | 150 | 148 |
| | 25,120 | 25,120 | - | - | 25,120 | 23,618 |
| Transfers from the Government of Canada | 478 | 538 | - | - | 538 | 478 |
| Investment Income | 476 | 386 | 131 | - | 517 | 591 |
| Premiums, Fees and Licences | | | | | | |
| Alberta Games Registration Fees | 50 | 188 | - | - | 188 | 148 |
| Alberta's Future Leaders Fees | 15 | 14 | - | - | 14 | 19 |
| Conference Fees | 25 | - | - | - | - | 49 |
| | 90 | 202 | - | - | 202 | 216 |
| Other Revenue | | | | | | |
| Donations | 1,570 | 631 | 231 | - | 862 | 543 |
| Miscellaneous | 35 | 27 | - | - | 27 | 50 |
| Refunds of Expenses | 20 | 47 | - | - | 47 | 16 |
| Sales | | | | | | |
| Percy Page Centre | 481 | 352 | - | - | 352 | 322 |
| Parks and Wildlife Ventures | - | - | 2 | - | 2 | 13 |
| | 481 | 352 | 2 | - | 354 | 335 |
| | 2,106 | 1,057 | 233 | - | 1,290 | 944 |
| | $ 28,270 | $ 27,303 | $ 364 | $ - | $ 27,667 | $ 25,847 |

**Alberta Sport, Recreation, Parks and Wildlife Foundation**
**Schedule to Financial Statements – Schedule 2**
**Expenses – Directly Incurred Detailed By Object**
**For the year ended March 31, 2009**
**(in thousands)**

| | 2009 | | 2008 |
|---|---|---|---|
| | Budget | Actual | Actual |
| Honoraria (Note 10) | $ 11 | $ 61 | $ 59 |
| Supplies and Services | 2,359 | 2,134 | 2,335 |
| Supplies and Services from Support Service Arrangements with Related Parties[a] | 2,566 | 2,635 | 2,245 |
| Grants | 23,334 | 22,719 | 21,075 |
| Amortization of Tangible Capital Assets | 8 | 12 | 8 |
| | $ 28,278 | $ 27,561 | $ 25,722 |

[a] The Foundation receives financial and program related administrative services from the Department of Tourism, Parks and Recreation.

**Alberta Sport, Recreation, Parks and Wildlife Foundation**
**Schedule to Financial Statements – Schedule 3**
**Related Party Transactions**
**For the year ended March 31, 2009**
**(in thousands)**

Related parties are those entities consolidated or accounted for on the modified equity basis in the Province of Alberta's financial statements.

The Foundation paid or collected certain taxes and fees set by regulation for permits, licences and other charges. These amounts were incurred in the normal course of business, reflect charges applicable to all users, and have been excluded from this Schedule.

The Foundation had the following transactions with related parties recorded on the Statement of Operations and the Statement of Financial Position at the amount of consideration agreed upon between the related parties:

| | Entities in the Ministry | | Other Entities | |
|---|---|---|---|---|
| | 2009 | 2008 | 2009 | 2008 |
| Revenues | | | | |
| Internal Government Transfers | $ 24,970 | $ 23,470 | $ 150 | $ 148 |
| Expenses – Directly Incurred | | | | |
| Other services | $ - | $ - | $ 21 | $ 28 |
| Accounts Receivable | $ - | $ 6 | $ - | $ - |
| Accounts Payable | $ 4 | $ 3 | $ - | $ - |

The above transactions do not include support service arrangement transactions disclosed in Schedule 2.

The Foundation also had the following transactions with related parties for which no consideration was exchanged. The amounts for these related party transactions are estimated based on the costs incurred by the service provider to provide the service. These amounts are not recorded in the financial statements but are disclosed in Schedule 4.

| | Entities in the Ministry | | Other Entities | |
|---|---|---|---|---|
| | 2009 | 2008 | 2009 | 2008 |
| Expenses – Incurred by Others | | | | |
| Accommodation | $ - | $ - | $ 1,025 | $ 970 |
| Legal | - | - | - | 4 |
| Other | 76 | 190 | - | - |
| | $ 76 | $ 190 | $ 1,025 | $ 974 |

**Alberta Sport, Recreation, Parks and Wildlife Foundation**
**Schedule to Financial Statements – Schedule 4**
**Allocated Costs**
**For the year ended March 31, 2009**
**(in thousands)**

| | 2009 | | | | | 2008 |
|---|---|---|---|---|---|---|
| | | Expenses – Incurred by Others | | | | |
| Program | Expenses [a] | Accommodation Costs [b] | Legal [c] | Other Services [d] | Total Expenses | Total Expenses |
| Provincial Programs | $ 17,213 | $ 25 | $ - | $ 24 | $ 17,262 | $ 16,749 |
| Alberta and Interprovincial Games | 3,980 | 107 | - | 27 | 4,114 | 3,862 |
| Active Lifestyles | 2,105 | 6 | - | 3 | 2,114 | 2,057 |
| High Performance Athlete Assistance | 993 | - | - | - | 993 | - |
| Municipal Recreation / Tourism Areas | 1,474 | 6 | - | 4 | 1,484 | 1,505 |
| Provincial and Regional Development | 754 | - | - | 1 | 755 | 669 |
| Percy Page Centre (Note 8) | 347 | 863 | - | 3 | 1,213 | 1,184 |
| Parks and Wildlife Ventures | 232 | 5 | - | 5 | 242 | 341 |
| Other Initiatives | 54 | - | - | 1 | 55 | 127 |
| Administration | 409 | 13 | - | 8 | 430 | 392 |
| | $ 27,561 | $ 1,025 | $ - | $ 76 | $ 28,662 | $ 26,886 |

[a] Expenses – Directly Incurred as per Statement of Operations.
[b] Costs shown for Accommodation (includes grants in lieu of taxes) on Schedule 3, allocated by square footage.
[c] Costs shown for Legal Services on Schedule 3, allocated by estimated costs incurred by each program.
[d] Costs shown for Other Services on Schedule 3, allocated by estimated costs incurred by each program.

## Alberta Sport, Recreation, Parks and Wildlife Foundation
## Schedule to Financial Statements – Schedule 5
## Tangible Capital Assets
## For the year ended March 31, 2009
## (in thousands)

| | 2009 | | | | | 2008 |
|---|---|---|---|---|---|---|
| | Unrestricted Assets | | Restricted Assets[a] | | | |
| | Land | Equipment | Land | Buildings | Total | Total |
| Estimated Useful Life | Indefinite | 5 - 10 years | Indefinite | 40 years | | |
| Historical Cost | | | | | | |
| Beginning of Year | $ 64 | $ 33 | $ 2,050 | $ 255 | $ 2,402 | $ 2,384 |
| Additions | - | 8 | - | - | 8 | 18 |
| Disposals, Including Write-Downs | - | - | - | - | - | - |
| | $ 64 | $ 41 | $ 2,050 | $ 255 | $ 2,410 | $ 2,402 |
| Accumulated Amortization | | | | | | |
| Beginning of Year | $ - | $ 2 | $ - | $ 66 | $ 68 | $ 60 |
| Amortization Expense | - | 6 | - | 6 | 12 | 8 |
| Effect of Disposal | - | - | - | - | - | - |
| | $ - | $ 8 | $ - | $ 72 | $ 80 | $ 68 |
| Net Book Value at End of Year | $ 64 | $ 33 | $ 2,050 | $ 183 | $ 2,330 | |
| Net Book Value at Beginning of Year | $ 64 | $ 31 | $ 2,050 | $ 189 | | $ 2,334 |

[a] Restricted for use in the Parks and Wildlife Ventures program.

# Other Information

## Ministry of Tourism, Parks and Recreation
## Statement of Write-Offs for the Year Ended March 31, 2009

### The Following Information is Unaudited:

The following statement has been prepared pursuant to Section 23 of the *Financial Administration Act.* This statement includes all write-offs made or approved during the fiscal period.

| | Unaudited |
|---|---|
| Write-offs | |
| Accounts receivable | $ 8,781 |
| Total | $ 8,781 |

# Acts Administered by Tourism, Parks and Recreation

Tourism, Parks and Recreation is responsible for a wide array of acts that have a direct impact on quality of life in Alberta. Below is a list of all acts administered by Tourism, Parks and Recreation.

| Name of Act | Description |
|---|---|
| *Alberta Sport, Recreation, Parks and Wildlife Foundation Act* | Establishes the Foundation with its mandate to develop and maintain sport, parks and recreation programs, facilities and services |
| *Provincial Parks Act* (except sections 14 and 15) | Provides for the establishment, protection and management of provincial parks and provincial recreation areas |
| *Recreation Development Act* | Provides for promoting and encouraging the orderly development of recreational activities and facilities |
| *Wilderness Areas, Ecological Reserves, Natural Areas and Heritage Rangelands Act* | Provides for the establishment, protection and management of wilderness areas, ecological reserves, natural areas and heritage rangelands |
| *Willmore Wilderness Park Act* | Establishes and protects the Willmore Wilderness Park |

# Performance Measures: Results at a Glance

| | Performance Measures | 2007-08 Results | 2008-09 Results | Target |
|---|---|---|---|---|
| **Goal 1 – Alberta's tourism products are developed and expanded, and tourism from targeted domestic and international markets is increased** | | | | |
| **M 1a.** | Per cent of tourism industry clients satisfied with tourism development services | 73.5% | 71.6% | 80% |
| **M 1b.** | Total tourism expenditures in Alberta ($billion) | 5.6 (2007) | 5.8e (2008) | 5.9 |
| **M 1c.** | Per cent of clients satisfied with their overall experience at Travel Alberta visitor information centres | 99.1% (2007) | 99.8% (2008) | 98% |
| **M 1d.** | Per cent of clients satisfied with overall service received through the Travel Alberta Contact Centre | 98.2% (2007) | 97.7% (2008) | 97% |
| **M 1e.** | Per cent of website visitors satisfied with their experience on the TravelAlberta.com website | 79.5% (2007) | 39.1% (2008) | 86% |
| **Goal 2 – Provincial parks and protected areas preserve Alberta's natural heritage and provide opportunities for outdoor recreation and tourism** | | | | |
| **M 2a.** | Visitor satisfaction with experiences at provincial parks and recreation areas | 89.5% | 93.3% | 91% |
| **Goal 3 – Albertans participate in sport and recreation and lead active, healthy lifestyles** | | | | |
| **M 3a.** | Participation in sport and recreational activities by adult Albertans | 78.6% | 85.6% | 83% |

e – estimate

# Performance Measures: Data Sources and Methodology

## Tourism Division Client Satisfaction Survey

**(Measure: 1.a)**

The survey was conducted with public and private sector representatives who had received tourism development information, advice and assistance from the Tourism Division. Banister Research and Consulting Inc. was responsible for reviewing the survey and questionnaire design, data quality control, analysis and report preparation. Respondents were given the choice of completing the survey online or by telephone. Data for the online surveys were collected between April 1 to April 13, 2009 and telephone interviews were held from April 2 to April 17, 2009, resulting in 183 surveys completed. The response rate for the survey was 68 per cent. Overall results were determined using the top two combined response categories of a five-point rating scale for the categories: very satisfied, somewhat satisfied, neutral, somewhat dissatisfied and very dissatisfied. The margin of error is +/- 5.0 per cent at the 95 per cent confidence level.

## Total Tourism Expenditures

**(Measure: 1.b)**

The total value of tourism industry expenditures in Alberta is derived by Tourism, Parks and Recreation from the data published by Statistics Canada in the Travel Survey of Residents of Canada (Cat. No. 87-504-XPB) and the International Travel Survey (Cat. No. 66-001). Final year-end data for both surveys are usually not available until August of the following year. This is an estimate, as the final expenditure data are not yet available for 2008. The estimate is based on travel statistics that provide an indication of demand, such as customs counts at Alberta's land ports of entry and airports, anecdotal information from the Pre-Summer Alberta Tourism Operator Survey, deplanements at Calgary and Edmonton International Airports, and gate counts at Banff, Jasper, Waterton Lakes and Elk Island national parks. Travel intention data produced by the Canadian Tourism Research Institute are also applied to estimate demand from Alberta's key domestic markets of British Columbia, Saskatchewan and Ontario. In addition to indicators of demand, estimates of the Travel Price Index are forecasted to assist with tourism expenditure projections.

## Visitor Information Centre Satisfaction Survey

**(Measure: 1.c)**

Data was obtained from the visitor information centre exit survey conducted by the research firm Banister Research and Consulting Inc. The research firm conducted exit interviews at visitor information centres across Alberta. The surveys were conducted at ten visitor information centres between July 7 and September 20, 2008. The centres are: Canmore, Field, Crowsnest Pass, West Glacier, Lloydminster, Oyen, Walsh, Milk River, Hinton, and Grande Prairie. To ensure a variety of travellers were included, the interviews were spread across weekends and weekdays, and during both peak and shoulder visitation seasons. The data indicates the per cent of respondents that stated they were very satisfied or somewhat satisfied with the visitor information centre from a five point satisfaction rating scale (very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied and very dissatisfied). In 2008, 908 on-site exit surveys were conducted. Survey results were weighted to ensure an equivalent of 100 surveys per centre for data aggregation and analysis. The margin of error is +/- 3.3 per cent at the 95 per cent confidence level.

## Travel Alberta Interactive Voice Response (IVR) Survey

**(Measure: 1.d)**

Data was obtained from a survey that is offered to all callers to 1-800-ALBERTA. Data was collected from January 1 to December 31, 2008. The sample size is dependent on the number of calls handled by the Contact Centre and the proportion of callers who choose to participate. In 2008, 5,668 surveys were completed. Respondents are asked to rate the service on a scale of one to five, where one means very satisfied and five means very dissatisfied. A rating of one or two indicates the caller was satisfied with the service provided. The response rate for the survey is 26.1 per cent with a margin of error of +/- 1.1 per cent at the 95 per cent confidence level.

## TravelAlberta.com Website Satisfaction Survey

**(Measure: 1.e)**

The online survey was open to all visitors to TravelAlberta.com using the Opinio survey program. A total of 238 respondents participated from January 1 to December 31, 2008. An overall satisfaction question was asked with results determined using the top two combined response categories of a five-point rating scale for the categories: very satisfied, somewhat satisfied, neutral, somewhat dissatisfied and very dissatisfied.

## Camper Satisfaction Survey

**(Measure: 2.a)**

The survey includes a representative cross-section of 93 provincial parks or recreation area campgrounds according to size (visitation), management method and geography. Only automobile accessible campgrounds where visitation is greater than 1,050 occupied campsite nights are included. A random sample of adult campers is surveyed at approximately 24 campgrounds per year on a four-year rotational cycle. Although 24 campgrounds were identified to be surveyed in 2008-09, one campground was removed due to unforeseen circumstances (i.e., insufficient resources) and four campgrounds were excluded from the analysis due to inadequate sample size. Overall results are determined through the combined response categories of very satisfied and satisfied, the top two categories of a five-point rating scale. The sample size was 2,001 with data collected from June 1 to September 1, 2008. Results were calculated with Statistical Analysis System software. The margin of error is +/- 2.1 per cent at the 95 per cent confidence level.

## Tourism, Parks and Recreation Survey of Albertans

**(Measure: 3.a)**

In 2008-09, the Ministry conducted its own Survey of Albertans separately from the Ministry of Culture and Community Spirit. The survey questions focused on recreation and sport, parks and demographics questions, which were previously asked as part of the Culture and Community Spirit survey. The reduced length of this questionnaire compared to the previous one may reduce the risk of respondent fatigue and as a result may provide more accurate responses. The survey methodology used was consistent with previous years to ensure comparability of results. Banister Research and Consulting Inc. conducted this annual province-wide telephone survey of 1,000 adult Albertans. The survey used a random sample stratified by age group, gender and geographic location, to be representative of

Alberta's population. All interviews were conducted from February 6 to March 16, 2009 by trained and experienced interviewers. The response rate was 37.1 per cent. Subsequent data analysis was conducted using SPSS software and the margin of error is +/- 3.1 per cent at the 95 per cent confidence level.

# Alphabetical List of Government Entities' Financial Statements in Ministry 2008-09 Annual Reports

## Entities included in the consolidated government reporting entity

| *Ministry, Department, Fund or Agency* | *Ministry Annual Report* |
|---|---|
| Access to the Future Fund | Advanced Education and Technology |
| Agriculture Financial Services Corporation | Agriculture and Rural Development |
| Alberta Alcohol and Drug Abuse Commission | Health and Wellness |
| Alberta Cancer Prevention Legacy Fund | Finance and Enterprise |
| Alberta Capital Finance Authority | Finance and Enterprise |
| Alberta Energy and Utilities Board[1] | Energy |
| Alberta Enterprise Corporation[2] | Advanced Education and Technology |
| Alberta Foundation for the Arts | Culture and Community Spirit |
| Alberta Gaming and Liquor Commission | Solicitor General and Public Security |
| Alberta Heritage Foundation for Medical Research Endowment Fund | Finance and Enterprise |
| Alberta Heritage Savings Trust Fund | Finance and Enterprise |
| Alberta Heritage Scholarship Fund | Finance and Enterprise |
| Alberta Heritage Science and Engineering Research Endowment Fund | Finance and Enterprise |
| Alberta Historical Resources Foundation | Culture and Community Spirit |
| Alberta Insurance Council | Finance and Enterprise |
| Alberta Investment Management Corporation[3] | Finance and Enterprise |
| Alberta Livestock and Meat Agency[4] | Agriculture and Rural Development |
| Alberta Local Authorities Pension Plan Corporation | Finance and Enterprise |
| Alberta Pensions Administration Corporation | Finance and Enterprise |
| Alberta Petroleum Marketing Commission | Energy |
| Alberta Research Council Inc. | Advanced Education and Technology |
| Alberta Risk Management Fund | Finance and Enterprise |
| Alberta School Foundation Fund | Education |
| Alberta Securities Commission | Finance and Enterprise |
| Alberta Social Housing Corporation | Housing and Urban Affairs |
| Alberta Sport, Recreation, Parks and Wildlife Foundation | Tourism, Parks and Recreation |
| Alberta Treasury Branches | Finance and Enterprise |
| Alberta Utilities Commission[1] | Energy |
| ATB Insurance Advisors Inc. | Finance and Enterprise |
| ATB Investment Management Inc. | Finance and Enterprise |
| ATB Investment Services Inc. | Finance and Enterprise |
| ATB Securities Inc. | Finance and Enterprise |
| Child and Family Services Authorities: | Children and Youth Services |
| Calgary and Area Child and Family Services Authority | |
| Central Alberta Child and Family Services Authority | |
| East Central Alberta Child and Family Services Authority | |
| Edmonton and Area Child and Family Services Authority | |
| North Central Alberta Child and Family Services Authority | |
| Northeast Alberta Child and Family Services Authority | |
| Northwest Alberta Child and Family Services Authority | |
| Southeast Alberta Child and Family Services Authority | |
| Southwest Alberta Child and Family Services Authority | |
| Métis Settlements Child and Family Services Authority | |
| C-FER Technologies (1999) Inc. | Advanced Education and Technology |
| Climate Change and Emissions Management Fund[5] | Environment |
| Credit Union Deposit Guarantee Corporation | Finance and Enterprise |

# Entities included in the consolidated government reporting entity

| *Ministry, Department, Fund or Agency* | *Ministry Annual Report* |
|---|---|
| Colleges: | Advanced Education and Technology |
| Alberta College of Art and Design | |
| Bow Valley College | |
| Grande Prairie Regional College | |
| Grant MacEwan College | |
| Keyano College | |
| Lakeland College | |
| Lethbridge Community College | |
| Medicine Hat College | |
| Mount Royal College | |
| NorQuest College | |
| Northern Lakes College | |
| Olds College | |
| Portage College | |
| Red Deer College | |
| Department of Advanced Education and Technology | Advanced Education and Technology |
| Department of Agriculture and Rural Development | Agriculture and Rural Development |
| Department of Children and Youth Services | Children and Youth Services |
| Department of Culture and Community Spirit | Culture and Community Spirit |
| Department of Education | Education |
| Department of Energy | Energy |
| Department of Finance and Enterprise | Finance and Enterprise |
| Department of Environment | Environment |
| Department of Health and Wellness | Health and Wellness |
| Department of Housing and Urban Affairs | Housing and Urban Affairs |
| Department of Municipal Affairs | Municipal Affairs |
| Department of Seniors and Community Supports | Seniors and Community Supports |
| Department of Solicitor General and Public Security | Solicitor General and Public Security |
| Department of Sustainable Resource Development | Sustainable Resource Development |
| Department of Tourism, Parks and Recreation | Tourism, Parks and Recreation |
| Energy Resources Conservation Board[1] | Energy |
| Environmental Protection and Enhancement Fund | Sustainable Resource Development |
| Gainers Inc. | Finance and Enterprise |
| Government House Foundation | Culture and Community Spirit |
| Historic Resources Fund | Culture and Community Spirit |
| Human Rights, Citizenship and Multiculturalism Education Fund | Culture and Community Spirit |
| iCORE Inc. | Advanced Education and Technology |
| Lottery Fund | Solicitor General and Public Security |
| Ministry of Aboriginal Relations[6] | Aboriginal Relations |
| Ministry of Advanced Education and Technology | Advanced Education and Technology |
| Ministry of Agriculture and Rural Development | Agriculture and Rural Development |
| Ministry of Children and Youth Services | Children and Youth Services |
| Ministry of Culture and Community Spirit | Culture and Community Spirit |
| Ministry of Education | Education |
| Ministry of Employment and Immigration[6] | Employment and Immigration |
| Ministry of Energy | Energy |
| Ministry of Environment | Environment |
| Ministry of Executive Council[6] | Executive Council |
| Ministry of Finance and Enterprise | Finance and Enterprise |
| Ministry of Health and Wellness | Health and Wellness |
| Ministry of Housing and Urban Affairs | Housing and Urban Affairs |
| Ministry of Infrastructure[6] | Infrastructure |
| Ministry of International and Intergovernmental Relations[6] | International, and Intergovernmental Relations |
| Ministry of Justice[6] | Justice |
| Ministry of Municipal Affairs | Municipal Affairs |
| Ministry of Seniors and Community Supports | Seniors and Community Supports |
| Ministry of Service Alberta[6] | Service Alberta |

# Entities included in the consolidated government reporting entity

| *Ministry, Department, Fund or Agency* | *Ministry Annual Report* |
|---|---|
| Ministry of Solicitor General and Public Security | Solicitor General and Public Security |
| Ministry of Sustainable Resource Development | Sustainable Resource Development |
| Ministry of Tourism, Parks and Recreation | Tourism, Parks and Recreation |
| Ministry of Transportation[6] | Transportation |
| Ministry of the Treasury Board[6] | Treasury Board |
| N.A. Properties (1994) Ltd. | Finance and Enterprise |
| Natural Resources Conservation Board | Sustainable Resource Development |
| Persons with Developmental Disabilities Community Boards: | Seniors and Community Supports |
| Calgary Region Community Board | |
| Central Region Community Board | |
| Edmonton Region Community Board | |
| Northeast Region Community Board | |
| Northwest Region Community Board | |
| South Region Community Board | |
| Provincial Judges and Masters in Chambers Reserve Fund | Finance and Enterprise |
| Regional Health Authorities and Provincial Health Boards: | Health and Wellness |
| Alberta Cancer Board | |
| Alberta Mental Health Board | |
| Aspen Regional Health Authority | |
| Calgary Health Region | |
| Capital Health | |
| Chinook Regional Health Authority | |
| David Thompson Regional Health Authority | |
| East Central Health | |
| Health Quality Council of Alberta | |
| Northern Lights Health Region | |
| Peace Country Health | |
| Palliser Health Region | |
| Safety Codes Council | Municipal Affairs |
| School Boards and Charter Schools: | Education |
| Almadina School Society | |
| Aspen View Regional Division No. 19 | |
| Aurora School Ltd. | |
| Battle River Regional Division No. 31 | |
| Black Gold Regional Division No. 18 | |
| Boyle Street Education Centre | |
| Buffalo Trail Public Schools Regional Division No. 28 | |
| Calgary Arts Academy Society | |
| Calgary Girls' School Society | |
| Calgary Roman Catholic Separate School District No. 1 | |
| Calgary School District No. 19 | |
| Calgary Science School Society | |
| Canadian Rockies Regional Division No. 12 | |
| CAPE-Centre for Academic and Personal Excellence Institute | |
| Chinook's Edge School Division No. 73 | |
| Christ the Redeemer Catholic Separate Regional Division No. 3 | |
| Clearview School Division No. 71 | |
| East Central Alberta Catholic Separate Schools Regional Division No. 16 | |
| East Central Francophone Education Region No. 3 | |
| Edmonton Catholic Separate School District No. 7 | |
| Edmonton School District No. 7 | |
| Elk Island Catholic Separate Regional Division No. 41 | |
| Elk Island Public Schools Regional Division No. 14 | |

## Entities included in the consolidated government reporting entity

***Ministry, Department, Fund or Agency*** ***Ministry Annual Report***

Evergreen Catholic Separate Regional Division No. 2
FFCA Charter School Society
Foothills School Division No. 38
Fort McMurray Roman Catholic Separate School District No. 32
Fort McMurray School District No. 2833
Fort Vermilion School Division No. 52
Golden Hills School Division No. 75
Grande Prairie Public School District No. 2357
Grande Prairie Roman Catholic Separate School District No. 28
Grande Yellowhead Regional Division No. 35
Grasslands Regional Division No. 6
Greater North Central Francophone Education Region No. 2
Greater Southern Public Francophone Education Region No. 4
Greater Southern Separate Catholic Francophone Education Region No. 4
Greater St. Albert Catholic Regional Division No. 29
High Prairie School Division No. 48
Holy Family Catholic Regional Division No. 37
Holy Spirit Roman Catholic Separate Regional Division No. 4
Horizon School Division No. 67
Lakeland Roman Catholic Separate School District No. 150
Lethbridge School District No. 51
Living Waters Catholic Regional Division No. 42
Livingstone Range School Division No. 68
Medicine Hat Catholic Separate Regional Division No. 20
Medicine Hat School District No. 76
Moberly Hall School Society
Mother Earth's Children's Charter School Society
New Horizons Charter School Society
Northern Gateway Regional Division No. 10
Northern Lights School Division No. 69
Northland School Division No. 61
Northwest Francophone Education Region No. 1
Palliser Regional Division No. 26
Parkland School Division No. 70
Peace River School Division No. 10
Peace Wapiti School Division No. 76
Pembina Hills Regional Division No. 7
Prairie Land Regional Division No. 25
Prairie Rose School Division No. 8
Red Deer Catholic Regional Division No. 39
Red Deer School District No. 104
Rocky View School Division No. 41
St. Albert Protestant Separate School District No. 6
St. Paul Education Regional Division No. 1
St. Thomas Aquinas Roman Catholic Separate Regional Division No. 38
Sturgeon School Division No. 24
Suzuki Charter School Society
Westmount Charter School Society
Westwind School Division No. 74
Wetaskiwin Regional Division No. 11
Wild Rose School Division No. 66
Wolf Creek School Division No. 72

## Entities included in the consolidated government reporting entity

| *Ministry, Department, Fund or Agency* | *Ministry Annual Report* |
|---|---|
| Supplementary Retirement Plan Reserve Fund | Finance and Enterprise |
| Technical Institutes and The Banff Centre: | Advanced Education and Technology |
| Northern Alberta Institute of Technology | |
| Southern Alberta Institute of Technology | |
| The Banff Centre for Continuing Education | |
| Universities: | Advanced Education and Technology |
| Athabasca University | |
| The University of Alberta | |
| The University of Calgary | |
| The University of Lethbridge | |
| Victims of Crime Fund | Solicitor General and Public Security |
| The Wild Rose Foundation | Culture and Community Spirit |

## Entities not included in the consolidated government reporting entity

| *Fund or Agency* | *Ministry Annual Report* |
|---|---|
| Alberta Foundation for Health Research | Advanced Education and Technology |
| Alberta Heritage Foundation for Medical Research | Advanced Education and Technology |
| Alberta Heritage Foundation for Science and Engineering Research | Advanced Education and Technology |
| Alberta Teachers' Retirement Fund Board | Education |
| Improvement Districts' Trust Account | Municipal Affairs |
| Local Authorities Pension Plan | Finance and Enterprise |
| Long-Term Disability Income Continuance Plan - Bargaining Unit | Treasury Board |
| Long-Term Disability Income Continuance Plan - Management, Opted Out and Excluded | Treasury Board |
| Management Employees Pension Plan | Finance and Enterprise |
| Provincial Judges and Masters in Chambers (Registered) Pension Plan | Finance and Enterprise |
| Public Service Management (Closed Membership) Pension Plan | Finance and Enterprise |
| Public Service Pension Plan | Finance and Enterprise |
| Special Areas Trust Account | Municipal Affairs |
| Special Forces Pension Plan | Finance and Enterprise |
| Supplementary Retirement Plan for Public Service Managers | Finance and Enterprise |
| Workers' Compensation Board | Employment and Immigration |

FOOTNOTES:
1 EFFECTIVE JANUARY 1, 2008, THE ALBERTA ENERGY AND UTILITIES BOARD WAS REALIGNED INTO TWO SEPARATE REGULATORY BODIES: THE ALBERTA UTILITIES COMMISSION AND THE ENERGY RESOURCES CONSERVATION BOARD.
2 THE ACT WAS PROCLAIMED AND CAME INTO FORCE ON DECEMBER 5, 2008.
3 BEGAN OPERATIONS JULY 1, 2008.
4 INCORPORATED ON JANUARY 29, 2009
5 BEGAN OPERATIONS JULY 1, 2007.
6 MINISTRY INCLUDES ONLY THE DEPARTMENTS SO SEPARATE FINANCIAL STATEMENTS ARE NOT NECESSARY.

## Readership Survey

### Tourism, Parks and Recreation 2008-09 Annual Report

Thank you for reading the Tourism, Parks and Recreation 2008-09 Annual Report. We hope that you will take a few minutes to complete this readership survey. We are committed to continuous improvement and welcome your feedback and suggestions.

**Instructions:** Please read each question carefully and circle the rating that best describes your response. If you require more space for your response, please use a separate piece of paper and identify the corresponding question clearly. If you have any questions, or require further clarification, please call Brad Babiak at (780) 644-3272 or send an e-mail to Brad.Babiak@gov.ab.ca

If you would like to be contacted regarding your feedback, please provide your information below.

Name:
Organization:
Telephone Number:
E-mail:

1. Having reviewed and read through the Tourism, Parks and Recreation 2008-09 Annual Report, how would you rate it overall on the following characteristics? Using a scale of one to five, where ONE is STRONGLY DISAGREE, THREE is NEUTRAL, and FIVE is STRONGLY AGREE, do you agree that... *(Please circle only one rating number for each statement.)*

| | Strongly Disagree | | Neutral | | Strongly Agree |
|---|---|---|---|---|---|
| I learned something new about the Ministry by reading this report..... | 1 | 2 | 3 | 4 | 5 |
| This annual report is easy to read..... | 1 | 2 | 3 | 4 | 5 |
| This annual report was informative and useful to me..... | 1 | 2 | 3 | 4 | 5 |
| The report has an appealing format/look ..... | 1 | 2 | 3 | 4 | 5 |
| I can easily find information that I am looking for..... | 1 | 2 | 3 | 4 | 5 |
| I plan on using this annual report as a reference..... | 1 | 2 | 3 | 4 | 5 |
| Overall, this annual report meets my needs as a reader ..... | 1 | 2 | 3 | 4 | 5 |

2. What areas or features did you like the most about this annual report?

3. What areas or features would you recommend for further improvement?

Please tear out this survey and fax it to (780) 427-0255 or mail it to Tourism, Parks and Recreation, Planning and Performance Measurement, 7th Floor, Standard Life Centre, 10405 Jasper Avenue, Edmonton Alberta, Canada, T5J 4R7

September 2009

Government of Alberta ■

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